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USSR Report

CONSUMER GOODS AND DOMESTIC TRADE

No. 69



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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

FIRST QUARTER OF 1983 INDUSTRIAL PRODUCTION QUOTED

Moscow MOSKOVSKAYA PRAVDA in Russian 30 Apr 83 p 1

/Article: "The Labor Rhythm of the Capital: Results of the Fulfillment of Moscow's State Industrial Plan for the First Quarter of 1983: A Report from the Statistical Administration of the City of Moscow"/

/Text/ During the period January--March of this year the further development of industrial production was ensured. The plan for the first quarter with respect to actual output was fulfilled by 101.5 percent; the growth in the volume of industrial production in comparison with the corresponding period of last year amounted to 102.1 percent, while that of labor productivity was 102 percent. The plans for profits and the reduction of production costs were also fulfilled.

The growth rate in the volume of production output with respect to individual sectors of industry amounted to the following:

First Quarter of 1983 in Percentages of the First Quarter of 1982

Ferrous metallurgy	103
Petroleum-Refining Industry	107
Chemical and Petrochemical Industry	102
Machine Building and Metalworking	105
Including the following:	
electrical engineering industry	103
machine-tool building and instrument industry	107
instrument building	102
automotive industry	102
Timber, wood-processing, and paper-and-pulp industry	104
Building-materials industry	102

Light industry

98

Food industry

103

The best results in work have been achieved by the groups in the following production associations: ZIL, Moskvich, Stankostroitel'nyy zavod imeni S. Ordzhonikidze, in the production of automated lines and special machine tools, Kachuk, Moskomplekmebel', Detskaya mebel', hosiery and handkerchief, Zarya, Mosstekstil'prom, Mosmedpreparaty; the following plants: Motor Tractor Electrical Apparatus imeni 60th Anniversary of the October Revolution, petroleum-refining, Stankoagregat imeni 60th Anniversary of the USSR, wood-processing machine tools and automated lines, Moscow Instrument, Mikromashina, Izolyator, Kristall, Proletarskiy trud, Ogonek Toys, Karacharovskiy Mechanical, Electric Windings, Vodopribor, Kommunal'nik, Experimental Fragrant Substances; the following factories: Tea-Weighing imeni Lenin, Detskaya kniga No 1; and the following combines: Furniture No 3, Pre-Assembled Furniture No 2.

As of 1 April 1983 more than half (61.3 percent) of Moscow's enterprises had been converted to planning and evaluating their activities in accordance with the indicator of normative net output. The plan for the first quarter, based on the normative net output, was fulfilled by these enterprises by 101.9 percent, while the labor productivity--computed on the basis of the normative net output--was fulfilled by 102.2 percent.

The volume of the normative net output grew by 5.8 percent, while labor productivity increased by 5.6 percent.

All the districts in the city successfully coped with the plan assignments with regard to the volume of product sales.

Production of the most important types of output was as follows:

Amounts Produced during the First Quarter of 1983

Steel--in thousands of tons	63
Rolled ferrous metals (finished)--in thousands of tons	52
A.C. electric motors--in thousands of kilowatts	683
Metal-cutting tools--in units	3,554
including those with numerically programmed control	432
Automated lines for machine building--in sets	30
Instruments and means of automation and spare parts for them--in millions of rubles	48
Centrifugal pumps--in thousands of units	10.5

Elevators--in units	1,375
Passenger automobiles	44
Spare parts for motor vehicles--in millions of rubles	60.3
Means of computer equipment and spare parts for them --in millions of rubles	15.6
Farm machinery--in thousands of rubles	409
Fabrics of all types--in millions of square meters	188
Hosiery and handkerchief items--in millions of pairs	23.3
Garment items--in millions of rubles	283.8
Leather footwear--in millions of pairs	7.7
Sausage-type items--in thousands of tons	66.1
Whole-milk output--in millions of tons	0.5
Confectionary items--in thousands of tons	87.6
Clocks and watches--in millions of units	3.7
Radio sets--in thousands of units	117
Television sets--in thousands of units	212.2
including color sets	123.2
Tape-recorders--in thousands of units	51.7
Refrigerators--in thousands of units	56.9
Washing machines--in thousands of units	40.8
Furniture--in millions of rubles	51

The plan for the first quarter with regard to producing cultural-everyday and household-type items was fulfilled by 103.3 percent.

During the first quarter consumer goods were produced in amounts exceeding the plan by 144 million rubles; per ruble of wages their production was 6.9 percent greater than that provided for by the plan.

There was an improvement in the technical-economic indicators of production as well as the quality of the products being turned out.

There has been an increase in the production of output in the higher-quality category.

However, shortcomings have occurred in the industry's work. Certain individual production associations and enterprises did not fulfill their assigned tasks with respect to the total volume of output, growth of labor productivity, reduction of production costs, accumulations, tasks assigned in the scientific-technical programs and the plan for turning out items on the given products list and in accordance with the agreements which had been concluded.

The plan was underfulfilled with regard to the following types of production: steel pipes, a.c. electric motors with a capacity of more than 100 kW, forging and pressing machinery, means of computer technology, engineering equipment and spare parts for it for the food, meat-and-dairy, and fish industries, tower cranes, ready-made woolen fabrics, output of the garment industry at full value, lumber materials, textile haberdashery, fine leather goods, perfumes and cosmetic items, non-alcoholic beverages, starch, and groats.

In carrying out measures to utilize reserves more fully and to eliminate existing shortcomings, the industrial workers are directing their efforts at successfully carrying out the plan for 1983--the third year of the 11th Five-Year Plan.

2384

CSO: 1827/201

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

UNSATISFACTORY RELATIONSHIP OF SUPPLY AND DEMAND DISCUSSED

Moscow NOVOYE V ZHIZNI, NAUKE, TEKHNIKE: SERIYA "TORGOVLYA I BYTOVOYE OBSLUZHIVANIYE" in Russian No 3, Mar 83 pp 26-43

[Article: "Business Partners"]

[Text] Trade is the final link in the chain of national economic sectors involved in consumer goods production. It is precisely at this point -- when purchased by the population -- that the produced commodity, the expediency of its production and its shipment to one area or another acquire their final rating. It is through trade that the customer can assess the justification and suitability of production outlays, and transportation and marketing costs. Consequently, marketing, i.e., the change in the form of values, is not a formal automatic act. The consistency between the produced commodity and population demand is determined once and for all in the course of the marketing process and results. This also determines the degree of social usefulness and effectiveness of outlays. The normal social reproduction process cannot be secured without marketing.

The national economy is interested in both faster production and sales of goods. Shorter turnover time accelerates the re- production process and the reduction in the amount of time spent in production and turnover is an important factor in economic intensification. However, commodity turnover time considerably exceeds production time. Therefore, faster sales under the conditions required for normal trade activities, which includes raising commodity stocks to a scientifically determined level, is a most important reserve in upgrading trade and overall social production efficiency.

The national economic ratios and ties between consumption and accumulation, and the production of goods for the population and its monetary income are reflected in the development of trade. Its expansion is closely related to the other sectors and areas of activity and monetary circulation. Trade is expanding with every passing year. More goods were sold during the 10th Five-Year Plan than in the 7th and 8th together. Therefore, production and trade are two separate functions of the public production process. However, as Engels pointed out, "at any given time these functions determine and influence each other like the abscissa and the ordinate of an economic curve."

In the socialist society production and trade, based on unity of interests and within the single process of expanded socialist reproduction, on the basis of

the division of labor and within its framework, resolve the single common problem of steadily increasing public production possibilities and upgrading its efficiency in order to meet the demand of the Soviet people better.

The strengthening of business relations between industry and trade is one of the important tasks the topical nature of which was emphasized in the decisions of the 26th CPSU Congress and subsequent CPSU Central Committee plenums. The single purpose of the business partnership between commodity producers and trade collectives is to give the people not only more goods consistent with growing consumer demand but high quality as well.

Achievements in economic development and the solution of social problems, the 26th party congress noted, could become even greater if better use is made of the advantages of the planned economy and reserves and more persistent struggle is waged against shortcomings. Problems of improving production planning, upgrading responsibility, strengthening control over the implementation of industrial plans for the production of consumer goods and their shipment to the market and strengthening contractual discipline as an important lever through which trade can influence production assume particular significance.

The scarcity of goods is one of the consequences of the imbalance between supply and demand and the lagging of the former behind the latter, and the slow development of output compared with the growth of population income. Whereas population income increased by a factor of 3.6 between 1960 and 1979, within the same period of time state, cooperative and kolkhoz trade increased by a factor of 3.2, while individual savings rose by a factor of 13.4. During the past five-year plan the wage fund and benefits and payments from social consumption funds increased by 28 percent while kolkhoz wages rose by 30 percent. Meanwhile, industrial production of consumer goods increased by no more than 21 percent.

Hindrances in the use of the income lower the effectiveness of material incentive and weaken the incentive to work, thus hindering the growth of social production and its efficiency. Under such circumstances, reducing the volume of output of goods in demand becomes particularly intolerable. Let us consider a single case: Every year requests for "Shkol'nik" model bicycles are met by approximately only 40 percent. For a number of years plans for making such bicycles by the one enterprise in the country engaged in their manufacturing -- a branch of the Gorkiy automotive plant -- have remained on the same level, or less than half the required output. In 1982, without consulting with the stores, and ignoring their requests, the enterprise reduced its output compared with the previous year. That is how shortages develop. Material liability would be the most effective measure for putting an end to such cases. It would be expedient to introduce a procedure according to which an enterprise which has stopped or reduced the production of a given item in demand by the population pay the trade organizations a fine equal to the value of the non-produced commodity. Furthermore, this would not relieve the enterprise from the mandatory resumption of such production.

The gravity of this problem is caused by the fact that the shortage of some commodities in the trade network, experienced in recent years, has been worsened by the nonfulfillment of production plans by industry. During the

10th Five-Year Plan alone the trade organizations in the Russian Federation were not supplied with goods worth nearly 13 billion rubles, including 3.3 billion in 1980. The annual underfulfillment of orders filed by trade for clothing, fabrics, shoes and consumer and haberdashery goods alone totals 20 billion rubles.

Furthermore, we note in the case of many goods a trend toward reducing the percentage of satisfied orders. For example, the following shows the share of satisfaction of requests submitted by the USSR Ministry of Trade (in percent):

	1980	1981	1982
Fabrics, all kinds.....	81	80	82
Clothing.....	92	92	89
Knitted underwear.....	76	73	70
Upper knitted goods.....	70	68	65
Hosiery.....	84	79	79
Leather shoes.....	83	79	78

The main reason for which demand for many items is not met is the fact that the production and supply of commodities are falling short of demand and customer variety and quality requirements. In particular, the incomplete satisfaction of population demand for clothing, shoes and fabrics is caused by the systematic underfulfillment of plans and assignments for the production and delivery to trade centers and stores by industrial enterprises. An investigation conducted by the USSR Ministry of Finance and the Central Statistical Administration in 1981 showed that 138 USSR Ministry of Light Industry enterprises were reporting inaccurate data. Plan amendments and implementation "shortcuts" are tolerated.

The desire to improve production indicators, the indicator of commodity output in physical terms in particular, at the expense of violating a variety of stipulations and to the detriment of the customers, is manifested in various ways. Thus, between 1976 and 1980 the RSFSR Ministry of Light Industry enterprises underproduced 19.2 million pairs of leather shoes, 17.7 million pairs of insulated shoes and 6.2 million pairs of boots. Meanwhile, they produced more than required the simplest model of shoes -- slippers -- totalling 24.5 million pairs. However, demand for regular and insulated shoes cannot be satisfied with the production of slippers.

The socialist economy is planned, for which reason commodity output must fully satisfy growing demand and respond to its changes. The prompt production of goods based on the various population requests and in accordance with local, national and climatic conditions is a mandatory requirement facing all sectors producing consumer goods.

The disparity between indicators of economic activities of industrial and trade enterprises gravely hinders the implementation of the turnover and delivery plans and the satisfaction of consumer demand. The work of industry is assessed on the basis of the implementation of the marketing plan in wholesale prices. The implementation of the delivery plan in terms of retail prices and volume is not a mandatory indicator in assessing the work of

industrial enterprises. The opposite applies in trade: Procurements and trade in retail prices are its basic plan indicators.

The work of industry is currently assessed on the basis of the marketing indicator. It is the same old "gross" which ignores both customer and commodity. Gross output does not indicate the fulfillment of the enterprise's main task -- the production and delivery to the trade organizations of commodities needed by the population. That is why quite frequently the following takes place: The enterprise successfully fulfills its marketing plan and emerges in the leading ranks although it has failed to meet its obligations to supply goods to the stores and has violated with virtual impunity stipulations related to volume, variety and quality, as stipulated in the contract. The "goods marketed" indicator is the base of all material and moral evaluations, for which reason it is precisely the focal point of the producer's interest.

The role of trade orders has been lowered. They are not always considered the base for the formulation of production plans. Furthermore, production orders are frequently not coordinated with data from the study of demand, sales, changes in commodity stocks and other factors which affect the satisfaction of demand. To a certain extent the trade system as well is to be blamed for this situation, for it fails to influence production with adequate efficiency. The trade organizations are still not showing the necessary exigency toward industry for eliminating the scarcity of some items, and the observance of plans for contractual deliveries and variety. They do not make sufficient efforts to improve the mechanism of relations with production enterprises. The stipulation to the effect that partnership must be based on reciprocal exigency and strictness is being neglected.

Another negative factor is the fact that although the plan covering most items is approved after the receipt of orders, the industrial enterprises are rarely able to accept it in its full volume and, above all, variety. This is due to the lack of the necessary coordination between orders and material and technical procurements to manufacturers. Plants and factories accept orders after raw and other materials have already been allocated. Naturally, this reduces their production possibilities. That is why the orders placed by the trade organizations must mandatorily be related not only to the production of finished goods but to corresponding material and technical support as well. We must proceed from the ordered variety of goods to the general production (volume) plan rather than vice-versa, as is currently the case.

As a result, if we were to compare the orders placed by trade organizations with the specifications agreed upon at fairs and, finally, with what bases and stores end up receiving, we would see that the items supplied greatly deviate from orders in terms of quantity, quality and variety. Therefore, the order placement system does not meet modern requirements, and the rights of the stores are so limited that the impact which the trade system has on production enterprises in terms of improving variety and upgrading quality is minimal.

To this day many light industry associations and enterprises are too slow in improving the quality of output. They insufficiently master the production of new models of goods in great demand. Unprepossessing shoes and clothing of obsolete models keep coming out of the conveyor belts and accumulate unsold on

store shelves. Departments and enterprises frequently formulate annual production plans for some items in volumes inferior to the planned figures.

"The party has always considered the plan a law," the 26th CPSU Congress noted, "not only because it is ratified by the Supreme Soviet. The plan is a law because its observance alone can ensure the harmonious operation of the national economy. Frankly speaking, this obvious truth is beginning to be forgotten. Lowering planned figures has become widespread. This disorganizes the economy, corrupts cadres and teaches them irresponsibility....

"The time has obviously come to increase the strictness of requirements in terms of plan discipline and the quality of the plans itself. Unquestionably, the plan must be realistic and balanced. However, it must be fulfilled just as unconditionally."³

In order to prevent the lowering of annual plans, the fulfillment of the five-year plan must be assessed on all economic management levels on a cumulative basis as of its beginning; annual plans should be assessed on a cumulative basis from the beginning of the year. The annual plans for economic and social development should be drafted on the basis of the assignments and economic norms of the five-year plan for the specific year, concretizing assignments, the use of the latest scientific and technical advances and the implementation of the necessary economic and organizational measures which will ensure the implementation of the five-year plan. The 26th party congress emphasized the need to struggle decisively against manifestations of departmentalism and parochialism, the lowering of plans and the unjustified amendment of planned assignments.

Why are the links within the plan-trade order-customer chain not always reliably combined within a single chain? One of the most important reasons is the existence of diverging economic interests. Bearing this practice in mind, the November 1981 CPSU Central Committee Plenum noted that "We still face an economic situation in which enterprises and associations find it unprofitable to adopt a stressed plan, to accelerate scientific and technical progress and to upgrade production quality."⁴

The conclusion is that no diverging interests should exist. There should be only a single interest consisting of the interests of all sectors and enterprises and on all levels.

There can be order only when the interests of production and trade become aligned with those of society, of the population.

The system of plan indicators and forms of material incentives must be structured in such a way as to make the personnel in each unit interested in supplying the consumer with the greatest possible quantity of high quality goods. The strict implementation of this requirement is particularly important today, after the November 1982 CPSU Central Committee Plenum assigned priority to improving food supplies and durable consumer goods.

The huge mass of consumer goods must be supplied to the customers on time and without losses. An efficient mechanism of economic relations must function on

all levels along the entire chain from production to consumption. So far economic relations between trade and industry have been given a civil-law aspect only on the level of industrial associations and enterprises, wholesale bases and retail trade. This does not mean in the least that industry and trade managements have not worked jointly to develop production with a view to the fuller satisfaction of demand. They have worked and are working together in studying population demand and are taking joint measures to upgrade quantity improve quality, increase quantity and expand variety, to take commodities quickly and economically to the consumers, etc. However, relations between industry and trade, even on the middle management level, have not called for clear reciprocal legal obligations and penalties for the nonfulfillment of such obligations. This gap has been now filled.

The CPSU Central Committee and USSR Council of Ministers decree "On Improving Planning and Intensifying the Influence of the Economic Mechanism on Upgrading Work Efficiency and Quality" mandated the conclusion of five-year agreements between USSR Ministry of Trade main administrations (wholesale organizations of union republic ministries of trade) and industrial associations (main administrations of industrial ministries. The purpose of this measure is to increase the attention of the USSR and union republic ministries of trade and industrial ministries, associations and enterprises to ensuring the fuller satisfaction of population demand.

Five-year agreements are a new form of economic-contractual relations established on the managerial level. Their purpose is to contribute to the organization and development of cost-effective relations. The parties to such agreements must jointly determine the need for specific commodities, study the market situation and population demand, and draft measures aimed at eliminating shortages. Particular attention must be paid to improving the quality of goods, finishing, packaging and parcelling and increasing the production of goods in greater demand and particularly fashionable styles. The agreements must stipulate the specific annual volumes of output of such goods, taking into consideration future production and marketing developments. All of this would make the fuller use of production capacities possible and would permit the more energetic use of local resources and possibilities and the organization of efficient goods shipments.

The steps taken to improve the economic management mechanism increase the interest of labor collectives in developing and producing new varieties of consumer goods. The increased production of higher quality goods has become one of the main fund-forming indicators. An incentive markup is added to the wholesale price of an item equal to the best domestic and foreign models and carrying the state Emblem of Quality.

Price plays an important role in improving the quality of consumer goods. It actively influences its variety. For example, temporary wholesale and retail prices of new and improved quality goods are effectively used in influencing the quality and variety of consumer goods. The central and local price setting organs set such prices in order to recover additional production costs incurred while mastering and producing new items.

The temporary prices of new high-quality goods cover a wide range of commodities -- foodstuffs, household items, etc. In order to increase the interest of production associations and enterprises in the fastest possible renovation of output, the use of temporary prices has been extended from 2 to 3 years. Furthermore, the effect of temporary retail prices of improved quality noncommestible goods may be extended if demand for such goods remains high. This is also the purpose of the system of contractual prices of new experimental batches of goods and particularly fashionable items, based on a procedure formulated by the USSR State Committee for Prices, in coordination with the USSR Gosplan and the union ministries of finance and trade.

In order to ensure the efficient functioning of the economic mechanism, aimed at the better satisfaction of demand, we must ensure the organized work of all its units (production, trade, transportation, supply-procurement and other organizations) on all levels (from enterprises and associations to main administrations and ministries). The removal or weakening of even a single link in the chain of economic relations weakens the chain and causes negative consequences rippling throughout the entire economy. In noting the importance of this approach, V. I. Lenin wrote that, "If an iron chain is needed to hold a weight of, let us say, 100 poods, what would happen if even a single link is made of wood?

"The chain would break.

"The firmness or integrity of all other links would not save the situation."⁵

Each link in the economic mechanism and the mechanism as a whole must function rhythmically, smoothly, without hitches. It may seem that the essence of economic relations -- ensuring the consistency between commodity supply and demand -- should be strictly observed in all the moves of the interacting parties. In practice, however, this is still not always the case.

The further improvement of economic management methods and strengthening the organization and smoothness of the work of all public production sectors assume increasing importance with the steady expansion of the scale and improvements in the quality of the economy and the increased complexity of inter- and intrasectorial relations. Today the country's enterprises produce 12 million different items. The variety of industrial goods allocated on a centralized basis alone amounts to some 60,000 items (excluding types, models and sizes).

More than 3.5 years have passed since the CPSU Central Committee and the USSR Council of Ministers passed the decree on improving planning and perfecting the economic mechanism. During that time all management and production units have accomplished a great deal. The practical use of the more advanced economic management mechanism has been adopted in many sectors. The interdependence between work results among a great variety of public production units is intensifying and the importance of its social development factors increasing. Under such circumstances it becomes impossible to improve significantly a given unit and achieve major economic results without making changes in other national economic units consistent with such improvements. Furthermore, improving administration and management methods is not a one-time campaign

but a systematic process triggered by economic development. Persistent work in this direction on all management and production levels should ensure the successful implementation of the decisions of the 26th CPSU Congress and the state 11th Five-Year Plan.

A great deal remains to be done in trade, the organization of which still suffers from a number of shortcomings, including in the area of placing requests and orders to industry. Unusually the need for scarce goods is inflated while requirements for goods of adequate variety, conversely, are downplayed. This results in drastic supply fluctuations, as a result of which some goods are in short supply while others remain unsold.

The CPSU Central Committee and USSR Council of Ministers decree "On Measures for the Further Development of Trade and Improvements in Trade Services to the Population in the 11th Five-Year Plan" notes that the trade organizations are still failing to influence adequately the formulation of plans for consumer goods production and are insufficiently insistent in making their production firmly dependent on demand. Trade workers frequently tolerate reductions in the volumes of goods needed by the population and state discipline violations in fulfilling procurement contracts. In this connection, let us recall V. I. Lenin's words to the effect that success in practical work in trade is based "On the skill to assemble scattered commodity values and create new ones."⁶

The strict observance of the stipulations of economic contracts and the application of stipulated material responsibility measures toward those who violate them are among the most important levers in strengthening procurement discipline. The payment of penalties by industrial enterprises for the underdelivery of goods, which must be demanded by the purchases, as stipulated in the contract, motivates industry to fulfill its obligations and, in the final account, helps to meet population demand.

However, starting with 1976, a rule has been in effect, according to which the entire differential between received and paid fines, forfeits, etc. is considered budget revenue. Practical experience has shown the failure of this procedure. This is explained by reasons far more serious than depriving retail trade organizations of a certain amount of money previously left at their disposal. Now that trade enterprises are not materially interested in demanding penalties, granting "amnesty" to suppliers who violate contractual obligations has become widespread. It adversely affects the work of industrial enterprises and their attitude toward the fulfillment of contractual obligations, for they count in advance on the fact that they will not be fined.

Incentive is not the sole purpose of fines. By their very nature they must compensate for losses suffered by enterprises whose interests have been harmed. Such is precisely the case in industry where the entire income from fines is treated as enterprise revenue. In trade, instead of demanding strict compensation from violators and waste makers, the retail organizations are frequently satisfied with receiving a partial quantity of the undelivered items or the replacement of faulty goods.

This situation enables suppliers to conceal procurement breakdowns and production of faulty goods and enjoy total impunity concerning trade organizations.

This not only corrupts contractual discipline but violates state interests. Suppliers must compensate the trade organizations for the full amount of the income they failed to earn as a result of violations of contractual volumes and procurement dates, and variety and quality indicators. Naturally, the suppliers must also pay for the additional expenditures caused by the return of faulty goods.

The assumption of this kind of responsibility by industry for violating supply contracts will make it possible to put an end to the unjustified material and moral costs to trade. This will serve the interests of the national economy as a whole and the satisfaction of population demand.

The procedure governing the definition of variety must be improved as well. So far variety, as stipulated in production plans and delivery contracts, is too general a term. It is not specific and does not meet main demand criteria, such as novelty, fashion, etc. For example, in the knittwear industry only basic items which are broken down by variety. Breakdown characteristics apply only to the raw material (cotton, wool, etc.) and the sex and age group of customers (men's sweaters, children's suits, etc.).

The variety features of clothing, shoes and many other items are also too general, for which reason the detailed description of items, covering all parameters of interest to the customers, must be stipulated in delivery contracts.

Occasionally, instead of increasing trade's influence on production, as required by contemporary economic management conditions, we come across cases of weakened such influence. The new State Standard 15,007-81 "System for Developing and Organizing Items Production. Light Industry Output. Basic Stipulations," was enacted on 1 January 1982, replacing State Standard 15,602-72. It eliminates the requirement of written coordination of standard samples with representatives of wholesale organizations on the industrial enterprise and republic levels. This virtually deprives trade of the right and possibility of effectively influencing industry in the adoption of standard models consistent with superior category samples, artistic style and fabric.

Consumer interests are not always considered in industrial specialization. Enterprises frequently specialize in the production of a small variety of items. This makes possible to increase output without expanding production facilities and of lowering prices. The advantages of such development are clear, bearing in mind not only the benefits to the specific enterprise but end economic results as well.

However, as they say, there are two sides to each coin. Specialization has also substantial negative aspects which are made particularly clear in areas with insufficiently developed consumer goods production. Occasionally, the limited variety because of specialization leads to additional shipments of simple items. In Irkutsk Oblast, for example, the Baykal Furniture Association produces mainly sideboards, wardrobes and bookshelves. Meanwhile, ordinary dining tables, beds and children's furniture must be brought in from Rostov Oblast and Krasnodar and Stavropol Krays.

One cannot fail to see the essential contradiction between the desire of trade to supply the local market with the necessary goods and that of industry to specialize in the production of "profitable" items by totally or partially curtailing the production of mass-produced inexpensive goods.

Thus, the Pykh'tyala Chemical Factory increased the production of car floor mats from 15,000 to 60,000 per year. Meanwhile, it stopped producing door mats. The explanation was simple: a set of car mats costs 12 rubles, while the retail price of four door mats is only 4.40 rubles.

In some cases transportation costs are ignored in specialization. Thus, Krasnodar Kray has six shoe factories which could meet more than half the needs of the local population. However, they are narrowly specialized: each factory produces no more than 4-5 shoe models. The result is that about one third of locally produced shoes must be shipped out of the kray (as far as the Far East), while at the same time large numbers of shoes must be brought in from other parts of the country. The only possible conclusion which can be drawn in this case is that although specialization is expedient we must mandatorily take into consideration the interests not only of the individual production facility but the entire national economy, trade and the population.

Inequality exists in the interrelationship between trade and rail haulage. For example, the railroad workers can set up unilaterally deadlines for loading and unloading. The enterprises are forced to pay heavy penalties for freight car above-norm idling although the responsibility for it lies with the railroads but is not included in its bylaws. In other cases as well the railroad workers avoid or suffer minimal losses.

According to the Foundations of USSR Civil Legislation, the transportation organization must deliver the goods entrusted to it to the proper official. We emphasize that it must deliver the freight and not a sealed freight car or container. The railroads frequently settle their accounts with the recipient not on the basis of the content of the car but of the seal on its door.

The different approaches of other sectors toward trade may be seen in other matters as well. A trade enterprise is controlled not only its own managerial organs, including those on the ministerial level, but those of its partners as well. Thus, inspection rights in terms of trade have been given to officials of railroads, energy, natural gas and heat supply organizations, and others. All of them have the right to fine stores, canteens and refrigerated areas without themselves being liable to fines even after failure to provide the necessary services to their customers.

The Gosbank offices act as superior organizations in trade. They have the right to stop loans to a trade enterprise, impose various sanctions, etc. However, when a store has not been helped on time they stand aside. Furthermore, they are frequently guided by obsolete instructions (on crediting seasonal goods, etc.).

The CPSU Central Committee decree "On Further Improving the Economic Mechanism and the Tasks of Party and State Organs" emphasizes the need considerably to increase the effectiveness of economic levers and incentives and make material

incentive directly dependent on work quality, plan fulfillment and results of economic activities. The efficiency of the material responsibility mechanism largely depends on the implementation of the principle of equality and reciprocal responsibility on the part of all parties to economic relations: industrial enterprises, Gosbank offices, railroads, etc.

The practice of economic management increasingly requires the further development of a system of equal responsibility, which would not allow the violation of plans and economic contracts with impunity. Naturally, the complex problem of fulfilling planned assignments and contractual obligations cannot be reduced to punitive measure only. However substantial the fines paid by violators may be, no amount of money can compensate for the harm caused to the trade system and the customers.

Enterprises producing goods made of local raw materials and industrial and agricultural production waste have great opportunities to saturate the market with goods in mass demand. The 11th Five-Year Plan calls for local industry enterprises to increase their output by 40 percent. This growth must be secured through the use of local raw material sources and the development of art industries. The local industry enterprises must extensively develop the cottage industry, essentially with the help of the disabled and the retired.

Auxiliary production facilities and industries in which the labor of the rural population is used essentially when the volume of agricultural work is low are being further developed in kolkhozes and sovkhozes. As a rule, the activities of such facilities are concentrated on processing farm commodities and producing mass consumer goods made of local raw materials and industrial waste.

The initiative of kray, oblast, city and rayon party, soviet and economic organs plays an important role in mobilizing local reserves. Together with the economic organizations, the soviets of people's deputies must take effective steps to increase commodity production based on local resources. The 1980 Law on Basic Rights of Kray and Oblast Soviets of People's Deputies of Autonomous Oblasts and Autonomous Okrugs specifically stipulates that the soviets direct the development of the production of consumer goods, coordinate and control such production at all enterprises on their territory and take steps to increase the volume and broaden the variety and improve the quality of goods.

The soviets of people's deputies and their executive committees are becoming the centers of the comprehensive social and economic development of the individual regions. Currently they control mainly local industry, trade, public catering, consumer service and transportation enterprises which play a decisive role in meeting many population requirements.

However, it is virtually impossible to satisfy the growing social and cultural needs of the people by enterprises under local jurisdiction alone. All regional enterprises and organizations, regardless of departmental affiliation, must participate in resolving these problems. Regardless of its superior ministry or department, an enterprise or organization should not resolve problems related to its use of land, environmental protection, construction,

manpower use, consumer goods production and sociocultural, consumer and other population services without the participation of the local authorities.

Creative cooperation between the collectives of industrial and trade enterprises has been increasingly developing under the slogan "Made of Excellent Quality -- Sold Excellently." The main features in such cooperation are the struggle of the manufacturers for the honor and symbol of their enterprise, stricter quality control at the enterprise and relieving trade workers from this obligation. The cooperation contracts call for increasing the production of goods in demand, the production of new items, improving the organization of trade and upgrading population service standards.

Joint creative work allows us to draft a production program more consistent with the orders placed by trade organizations and enterprises and ensures quality guarantees for produced goods. This method is applied by leading retail trade organizations in Moscow, Kiev, Leningrad, Minsk, Chelyabinsk and many other cities. Business partnership is based on increasing the production of consumer goods, improving their quality and increasing reciprocal interest and responsibility on the part of trade and industry.

FOOTNOTES

1. K. Marx and F. Engels, "Soch." [Works], Vol 20, p 150.
2. S.E. Sarukhanov, "Torgovlya v odinnadtsatoy pyatiletkiye" [Trade in the 11th Five-Year Plan], Moscow, "Znanfye", 1982 p 17.
3. Materialy XXVI s"vezda KPSS [Materials of the 26th CPSU Congress], Moscow, "Politizdat", p 50.
4. L.I. Brezhnev, "Rech' na Plenum Tsentral'nogo Komiteta KPCC 16 noyabrya 1981" [Speech at the 16 November Plenum of the CPSU Central Committee], Moscow, "Politizdat", 1981, p 10.
5. V.I. Lenin, "Poln. sobr. soch." [Complete Collected Works], Vol 32, p 201.
6. Ibid, Vol 44, p 70.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

NEW LABOR-SAVING MACHINERY INTRODUCED IN FOOD INDUSTRY

Moscow IZVESTIYA in Russian 12 May 83 p 3

[Article by V. Dergachev, deputy head, Department of the Machine Building Industry, USSR Committee of National Control and E. Golovlev, sector head: The Meat and Dairy Industry--High-Capacity Equipment]

[Text] As we know, the principal supplier of technology to the meat and dairy industry is the Ministry of Machine-Building for Light and Food Industry and Household Appliances (Minlegpishchemash). However, as checks carried out by national control agencies have shown, the technical level of many types of equipment put out by the ministry does not meet the modern standard. It is enough to say that two thirds of installations were built over ten years ago. Many machines have a low level of automation and mechanization and high use of metal. It should be added that a number of types of necessary equipment for the meat and dairy industry are no longer produced.

As accounts of specialists show, in order to mechanize and automate labor-intensive manual operations in the meat and dairy industry it is necessary to plan and organize the manufacture of around 400 denominations of new machine. This demands that the rate at which new technology is originated be almost doubled. Incidentally, the Ministry has not fulfilled its task recently even with respect to less urgent objectives in the planning of high-capacity equipment and its assimilation. However this is primarily directed at the most effective forms--production lines and sets of machines that ought to form the basic nomenclature of the articles produced. Out of 18 experimental production-line types, the interdepartmental testing of which ought to have been done in the first two years of the Eleventh Five-Year Plan, only eight were tested. In the course of ten years work at the enterprises and organizations of the branch has been carried on to create machine sets for the complex-mechanized shop producing quick-frozen meat dishes with vegetable side dish; the machines' capacity was to be 800-1000 kilos per hour. Until now, there have been no positive results.

Collectives of scientific research and construction organizations at Minlegpishchemash have not been sufficiently concerned with the search for basically new solutions and the establishment of new technology for scientific and technical progress.

It is especially unfortunate that a whole number of construction organizations concerned with planning equipment for the meat and dairy industry works basically "for the shelf". For example, the Minsk experimental construction agency has worked out 64 sets of construction documentation in the last seven years; only 10 have gone into mass production; 24 products were not produced because they were not promising.

Under modern conditions the rapid development of a major nomenclature of production of impossible without a well organized arrangement for planning production. Capacities of instrument shops and sections of industrial machine-building enterprises are insufficient. There do not exceed two percent of the total capacities in basic production; this is much lower than in other machine-building ministries.

The situation is made still worse by the fact that instrumental subdivisions are often not used as directed, with mass production being overloaded to the detriment of finished instrumentation. All this leads to procrastination of the establishment of new production.

The Vologda "Myasomolmash" plant, the largest enterprise in the branch in terms of the production of equipment for the meat and dairy industry, was given plans to produce urgently needed machines for the sanitary processing of cheese forms within five years. Such machines eliminate heavy manual labor and reduce to one-fourth the number of persons operating the equipment. However in these years 155 units of technological instrumentation were planned for production and 11 were built. The situation with other forms of new technology is almost the same. It is not surprising that not one of the six planned items was produced by the plant in 1981-82.

The implementation of the Food Program demands that the level of management be raised as concerns the direction of all-union industrial combines and ministries and their activities regarding subordinated enterprises and organizations. As inspection has shown, the All-Union Industrial Association apparatus "Soyuz-myasomolmash" of the Ministry of Machine Building for Light and Food Industry and Household Appliances has been insufficiently concerned with organizational work toward developing and putting into production high-capacity equipment and does not render the necessary aid in this undertaking to enterprises and construction agencies. There is no thorough preparation for the administrative decisions made, which leads to their being revised with unwarranted frequency and to a resulting disorganization of the work of the enterprises. Thus, directors at the All-Union Industrial Association changed their instructions three times regarding a plant to make automated machinery to collect bile. As a result, production of these machines was held up for four years. There are many such examples. There

There are serious faults in the planning of new technology. In the last quarter of the year around 70% assigned count as unfulfilled or in need of correction.

Often plans for new technology arrive late at the plant. In the combines, discipline is lax and insufficient attention is given to the director's demands for completion of production plans and assimilation of new technology.

In the work of the ministry itself, organization and diligence are likewise lacking. The ministry prolonged the preparation of an order concerning realization of the Food Program--it saw the light at the end of October last year. As a result not one of the inspected plants was provided with concrete plans of measures to implement the resolutions of the May (1982) Plenum of the CPSU Central Committee.

Minlegpishchemash is diffident in making demands on other ministries for the production of materials and manufactured items that are needed for a dramatic improvement in the level of production quality. Questions of specialization and the concrete production of equipment for the meat and dairy industry are being decided slowly. In the branch, 35 enterprises are occupied with this task with one ninth of this equipment not exceeding 5%.

The necessary work is not being done to increase specialization and coordination of efforts of construction organizations and the USSR Ministry of the Meat and Dairy Industry, which disposes of substantial capacities in the area of new technological planning.

It must be said that the creation of high-capacity technology is delayed for one other reason: the ordering party--the USSR Ministry of the Meat and Dairy Industry does not always prepare original requirements on time, while making errors in designating future requirements for new equipment. Here is just one fact: almost four years the ministry revised plans for original requirements for a planned complex for the production of food items for children.

It is clear from the facts cited in this article that there are many faults in the development and assimilation of production of high-capacity equipment for the needs of the meat and dairy industry. In order to overcome them, the Ministry of Machine Building for Light and Food Industry and Household Appliances ought to pay more attention to the completion of the cited technical and organizational goals, to consider what has been done thoroughly and with self-criticism, and to analyze the results of operations of enterprises subordinated to it while making more stringent demands on other ministries which produce items needed by the Ministry of Machine Building for Light and Food Industry and Household Appliances. Finally, the demand should be strengthened for discipline from all administrative links.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

PRODUCT PACKAGING TO PRESERVE FRESHNESS DISCUSSED

Moscow IZVESTIYA in Russian 13 Apr 83 p 2

[Article by V. Gul', honored scientist and technician of the RSFSR, doctor of chemical sciences: "Polymers Preserve Products"]

[Text] At the price of a great deal of labor on the part of farm workers our country obtains its food products: grain, meat, milk, and butter. However, we have still not completely learned how to preserve them. Unjustified losses in both the quality and quantity of food products, in particular, are connected with the fact that there are not enough rationally selected polymer materials for packaging these products.

Let me cite a few examples. During the 10th Five-Year Plan films and polymer coatings developed by the Moscow Technical Institute of the Meat and Dairy Industry (MTIMMP), in conjunction with the Uglich Scientific and Production Association of the USSR Ministry of the Meat and Dairy Industry and other organizations, protected more than a million tons of cheese which were put on sale. The economic effect comprised about 40 million rubles. Because of this reduction in losses, approximately an additional 80,000 tons of cheese reached the dinner tables. During the present five-year plan the national economy can obtain in the same way approximately an additional 130,000 tons of cheese without increasing the manpower shortage at the enterprises of the cheese-making industry, and also without substantial capital investments.

The use of anti-adhesion [non-stick] coverings, for example, in the bakery and meat industries will allow us to effect annual savings of at least 10,000 tons of valuable food fats. Calculations carried out by the problem laboratory of the MTIMMP in conjunction with the Scientific-Research Institute of Technical-Economic Studies in Chemistry have shown that the use of polymer materials will allow as early as 1985 a savings of 2.6 million tons of fruits, vegetables, and seed potatoes, as well as 270,000 tons of valuable protein products.

However, the products list of polymer materials earmarked for the food industry is still seriously lagging behind the requirements of the national economy. Especially noteworthy is the lag in the production of materials for packaging food products. The declared (and far from complete) requirement for the sectors of industry producing these products is supposed to be

satisfied in 1985 by only 55 percent. The satisfaction of the requirements for many progressive materials, including those for multi-layer films, has not been planned, in general. But, of course, this will inevitably lead to great losses of food products--the end result of the work of the agro-industrial complex.

The task of our country's chemical industry is to put in good order sufficient quantities of the multi-tonnage production of such materials as polyethylene and polypropylene films of the food types, lavsan films, polyvinylchlorides for foods, etc.

Based on them, the user-sectors can themselves manufacture packaging materials for specific use with the food products being turned out by them, the packaging equipment, conditions of storage, and food preparation. There is positive Soviet experience of this kind. For example, one of the packaging combines of the meat and dairy industry manufactures a five-layer packaging material for children's food.

Enterprises of the Myasomoltara Association can produce on their own high-quality, multi-layer films for packaging products with a high degree of readiness. But for this purpose, of course, they need to be assured of a supply of raw materials: lavsan film of the necessary width and thickness, aluminum foil, etc.

The USSR Ministry of the Fish Industry is providing multi-layer films not only to the fish industry but also to enterprises of other sectors producing food products. The problem laboratory of the MTIMMP in conjunction with the workers of one of the enterprises of the USSR Ministry of the Fish Industry is working out a combined film material based on plastic aluminum foil.

Unfortunately, many prospective developments take a long time to be introduced. Thus, the Vladimirskiy Chemical Plant, in conjunction with other organizations, prepared the technical specifications for the production of a film allowing the sterilization by boiling and the heating of food products packed in it. This plant has a unit which makes it possible to set up its production in a volume sufficient to satisfy the requirements of the food sectors. But first it is necessary to turn out an experimental-industrial batch of material SP-2 (based on a lavsan film), to conduct the appropriate tests in order to determine the assortment of products which may be packaged in this film.

Together with the institutes and plants of a number of ministries, the MTIMMP has created a technology, new in principle, of processing polymers using cold. Herein no additional outlays of energy are required. The polymer coatings are formed by means of the cold "accumulating" in the products during the time of their storage in refrigerators. The protective coating, called "Poliol" for long-term storage of frozen fish is being produced by the Gur'yevrybprom Association. The use of this coating for preserving sturgeon in the enterprises of the Caspian Basin alone yields an annual savings effect of about a million rubles.

In order to more successfully introduce such innovations in the fish industry, we must speed up the work of the Ministry of the Fish Industry with regard to further mechanization of the production of coatings utilizing gold, as well as speeding up the construction of a new refrigeration unit at the fish-canning combine of the Gur'yevytprom Production Association.

As has been demonstrated by test sowings of cotton seeds protected by a coating made of polyvinyl alcohol containing a nutrient for the seeds and pesticides, the crop yield herein is substantially increased. It would be feasible to extend this experiment, conducted in Uzbekistan by the MTMMF and the Uzbytplastik NPO [Scientific Production Association], (after appropriate verification) as well as to the growing of other plants.

It is well known that the storage of fruits and vegetables at the present time in many places leaves much to be desired. Meanwhile, as has been shown by projects conducted by MTMMF and a number of other organizations in 12 zones of the country, in existing storage facilities without their reconstruction fruits and vegetables can be preserved after the harvest and even prior to the harvest in gas-selective units and linings for containers with gas-selective membranes.

Research conducted along these lines has been combined in a coordinated plan of scientific-research and experimental projects for creating and utilizing polymer materials in those sectors of industry which produce foodstuffs. However, certain important projects have not been included in this plan because of the fact that the executives refused to have anything to do with them. The implementation of the Food Program requires a more principled approach to this problem. It is very important that the Ministry of the Chemical Industry and the Ministry of the Petroleum Refining and Petrochemical Industry provide for the supplying of sectors which produce food products with such materials as lavsan film, polypropylene, and lacquered cellophane.

It is anticipated that the plan for the Ministry of Machine Building for Light and Food Industry and Household Appliances will include the development and assimilation during the course of the 11th Five-Year Plan of a complex of equipment with the aid of which latex coatings for cheeses will be manufactured. It is feasible for the Ministry of the Petroleum Refining and Petrochemical Industry to examine the possibility of organizing the production of a food-type of butyl-rubber-latex at the Yaroslavskiy Synthetic Rubber Plant (where the client-user is located).

In the speech of the General Secretary of the CPSU CC, Comrade Yu. V. Andropov at the November (1982) Plenum of the CPSU CC a great deal of attention was paid to questions of savings, a zealous attitude toward the people's welfare, to how important it is to struggle against wasteful extravagance in every specific section of our common work. One of the most important trends in this work is the struggle against losses of products en route from the field or from the production shop to the purchaser.

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

BRIEFS

CREATIVE STITCHING--The RSFSR Ministry of Local Industry in conjunction with the Novgorod Oblispolkom has examined the material of the piece entitled "Creative Stitching," which was published in the newspaper SOVETSKAYA ROSSIYA on 16 December 1982. In order to eliminate the shortcomings noted in the piece with respect to the development of this traditional folk artistic craft, the ministry and the Novgorod Oblispolkom adopted a joint decree on 24 February 1983. The above-mentioned decree provides for the increase in the output of these highly artistic and unique items which are enjoying a heightened demand from the population. Measures have been worked out to improve the artistic-creative work at the factory. In particular, in 1983 a contest will be conducted among the young people to create new models of items with the traditional embroidery. It is intended to organize a school of artistic mastery and to regularize the rate schedules and wages. In addition, the ministry has allocated to the factory for 1983 a bus, funds for furniture, equipment, and tools. In order to maintain personnel, provisions have been made to carry out the construction of one double-apartment house each during the years 1983 and 1984, and during the years 1985--1986--an 80-apartment house. The decree of the Novgorod Oblispolkom has pledged the following: the oblast consumers' union will construct during the years 1984--1985 in the settlement of Krestsy in the region of the Krestetskaya strochka Factory a store for the sale of foodstuffs. The Department of Public Education of the Novgorod Oblispolkom has been entrusted with the task of organizing in the General Educational Schools Nos 1 and 2 of Krestsy, beginning with the next school year, instruction in how to work at the traditional Krestsy stitching. The Novgorod Oblispolkom Administration of Supply and Sales has been assigned the task of ensuring delivery to the Krestetskaya strochka Factory of supplies of high-quality fabrics and threads for the production of stitched-embroidered items. /By V. Uspenskiy, RSFSR Minister of Local Industry/ [Text] [Moscow SOVETSKAYA ROSSIYA in Russian 8 Apr 83 p 3]

INFORMATION, TRADE CENTERS----/KULDIGA, LaSSR---By dialing Tel. No 2-49-88, the inhabitants of this rayon can obtain any item of information touching upon the services offered by local cooperatives./ [in boldface]. This telephone has been set up in the building of the information center which has been opened here. "Most frequently we provide information about the presence of certain items in the rayon's stores, their operating schedule, and supplementary services being rendered to rural workers," states A. Tozhe, the deputy chairman of the board. This information-reference service is very convenient for customers; it facilitates the activation of commercial activity.

Before the end of the five-year plan such services will be created in most of Latvia's rayon cooperative organizations.--/SMOLENSK--In the old Smolensk village of Kasplya a trade center has been put into operation. Located under a single roof are a cafeteria and a restaurant, two stores--industrial goods and "Modern-Day Housekeeping."/ [in boldface]. Since the beginning of the five-year plan the oblast's kolkhozes and sovkhoses have seen the opening of five department stores and a number of other stores. In order to more rapidly provide the rural areas with up-to-date trade and public-dining enterprises, the Smolensk cooperatives are also conducting the reconstruction of old buildings. [By TASS correspondents] [Text] [Moscow SOVETSKAYA TORGOVLYA in Russian 2 Apr 83 p 1/ 2384

USSR STATE COMMITTEE ON PRICES--In accordance with the directive of the USSR Council of Ministers regarding the reduction of state retail prices on some consumer goods, the USSR State Committee on Prices has approved new price lists; they will be put into effect beginning on 25 April 1983. These price lists provide for a reduction of the following retail prices: on collars made of astrakhan fur--an average of 20 percent, those made of mink--35 percent. There will be a corresponding reduction on the retail prices of women's winter coats with collars made of mink, amounting to 21 percent, and on men's overcoats with astrakhan collars--amounting to a average of 7 percent; on printed, pure-wool shawls--an average of 40 percent; on certain types of silk coverlets and pillow-cases--an average of 40 percent. The sum total of the reductions in retail prices, as calculated on an annual basis, will amount to 1.4 billion rubles. [Text] [Moscow SOVETSKAYA ROSSIYA in Russian 19 Apr 83 p 2/ 2384

PUBLIC SERVICES--Development of progressive forms of public service has been permitted by the automated system of dispatcher control, introduced at the Ukrbytradiotekhnika Association. It has allowed the carrying out of rush orders to be speeded up. The organization of service for subscribers in the Ukraine's four largest cities has been improved.--Kiev--[Text] [Kishinev SOVETSKAYA MOLDAVIYA in Russian 12 Apr 83 p 4/ 2384

USSR STATE COMMITTEE ON PRICES-- In response to article "It's Economically Feasible," (No 3, 1983): The USSR State Committee on Prices has examined the article which discussed the over-production of blackberry brandy in Novosibirsk Oblast and the fact that it is unprofitable for the Mochichenskiy Sovkhoz Plant to purchase this material in amounts exceeding the plan, inasmuch as special state surcharges have not been established on its over-production. We hereby report that, in accordance with the procedure established in the RSFSR for purchasing blackberry brandy, it will be produced at the retail prices in effect at the places where it is received and delivered, with trade discounts being considered with regard to quantity and quality. The right to set retail prices on blackberry brandy and the products of its processing has been granted to the obl/kray/ispolkoms, and this allows local decisions to be made as to the self-sustaining production and sales of the above-mentioned products. Beginning on 1 January of this year, new purchase prices are being introduced on agricultural products, including those on fruits and berries purchased on kolkhozes, sovkhoses, and from the population. In accordance with this, the USSR State Committee on Prices has entrusted the RSFSR

State Committee on Prices and the Price Section of the Novosibirsk Oblispolkom with the task of looking into the essence of the questions touched upon in the article concerning these prices and of taking the necessary measures. A. Stolbov, deputy chairman, USSR State Committee on Prices/ [Text] [Moscow EKONOMICHESKAYA GAZETA in Russian No 12, Mar 83 p 17] 2384

NEW TRADE COMPLEX--A trade complex has been opened in the remote village of Kamysta on the Sheep-Raising Sovkhoz imeni M. I. Kalinin in Ural'sk Oblast. [Text] [Moscow EKONOMICHESKAYA GAZETA in Russian No 14, Apr 83 p 3] 2384

PASTEURIZATION DIRECTLY ON DAIRY FARMS--Not every livestock-raising farm has at its disposal the possibility of pasteurizing its milk directly at its dairy farm. It was considered that for this purpose boiler-rooms must be constructed, since you cannot manage without heat. Belorussian scientists set to work to solve this problem. An electric milk pasteurizer was developed at the scientific-research laboratory for pellicular heating of the Belorussian Institute for the Mechanization of Agriculture. This small-size unit can be used not only on dairy farms but also directly in pastures. The experimental operation of this pasteurizer went successfully on the Ozernyy Sovkhoz, Minsk Rayon, Minsk Oblast. The apparatus showed a high level of reliability and efficiency. Utilization of this unit has made it possible to reduce energy expenditures on milk pasteurization by an average of 15--20 percent and operating expenditures--by 25--30 percent. Extensive use of such units promises savings amounting to many millions of rubles. [By V. Zenchenko] [Text] [Moscow PRAVDA in Russian 14 Mar 83 p 7] 2384

NEW STORE FOR LUMBERJACKS--Workers and specialists at the Syktyvkar Lumbering Complex can now obtain sets of grocery products without leaving the premises of this enterprise. With the opening of a store within its area, the workers are served by means of preliminary orders, flowing in a centralized procedure from the workshops and services. Orders are filled upon the completion of the work shifts. This store was built and furnished with equipment, using the funds of the enterprise in accordance with the plan for its social development.--Syktyvkar--[Kishinev SOVETSKAYA MOLDAVIYA in Russian 4 Mar 83 p 1] 2384

EFFECTIVENESS OF IZVESTIYA--/The Ministry of Machinebuilding for Light and Food Industry and Household Appliances concerning the article "Products Which Nobody Needs" (No 7/8, 1983)/ [in boldface]. In regard to the limited demand for small-size refrigerators, including the refrigerator which is produced by the Kishinev Refrigerator Plant, the Ministry of Machine Building for Light and Food Industry and Household Appliances has adopted the decision to re-specialize this plant to produce freezers in the amount of 300,000 units per year and to cease production of refrigerators. Production of freezers is scheduled to begin during the fourth quarter of 1984. For these purposes the plant has been allocated capital investments amounting to 9.4 million rubles for the years 1983--1985. The ministry's enterprises and organizations have been assigned the task of working out a technical plan for expanding the plant, designing and manufacturing non-standardized equipment and technical furnishings with deadlines for their delivery in 1983--1984. [Text] [Moscow IZVESTIYA in Russian 20 Apr 83 p 1] /The RSFSR Ministry of

the Food Industry concerning the article "Bread for the Table" (Nos 20/21, 1983)/ **[in boldface]**. For the purpose of a more economical expenditure of grain resources the conversion has been carried out of 720 bakery enterprises to the production of bread which weighs less. In 1982, for example, the enterprises of the RSFSR Ministry of the Food Industry turned out 7,003,300 tons of lightweight bread. In order to satisfy individual demand by customers, at the present time in Moscow the major bakery outlets are opening up baking units to produce 300--500 kilograms per day of lightweight bread and rolls; immediately after baking they will be put on sale in the trading area. Five bakeries are already in the development phase. In order to improve the quality of bread and other bakery products in Irkutsk, a complex brigade of the RSFSR Ministry of the Food Industry has traveled out there for the purpose of rendering practical aid. The sessions of the ministry's collegium have listened to a number of leading officials from the food ministries of the autonomous republics, administrations of the food and baking industry of krayispolkoms and oblispolkoms on the problem of the quality of bread and other bakery items, the rational use of raw materials and other materials in their production. **[Text]**
[Moscow IZVESTIYA in Russian 20 Apr 83 p 1/ 2384

USSR INDUSTRY FIRST QUARTER RESULTS--The just published report of the USSR Statistical Board shows that, as compared with the first quarter of last year, industrial production in our country went up 4.7 per cent. The 3.9 per cent increase in labour productivity secured 85 per cent in the growth of industrial output. In sales of produced goods, the plan was overfulfilled by 2 per cent. An especially big increment in output has been registered in natural gas production (an increase of 8 per cent over the first quarter of 1982), in steel pipes output (6 per cent), mineral fertilizers (12), turbines (25), metal-cutting machine tools with digital control (16), press and forging machinery (9), industrial robots (39), computers (11), instruments and means of automation (8), agricultural machinery (9), dairy products, meat and vegetable oil (7), butter (23), and colour TV sets (14). The industrial capability of our country is growing, as the following figures show. In three months, our country produced 381,000 million kilowatt-hours of electric power (there were 292,300 million kwh in all of 1960), 153 million tons of oil and gas condensate (147.9 million in 1960), and 135,000 million cubic metres of gas (127,700 million in 1965). More electric power was generated in these three months in the USSR than in any West European country last year. [Moscow MOSCOW NEWS in English No 18, May 8-15 83 p 3] 2384

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HOUSING AND PERSONAL SERVICES

TURKMEN HOUSING REGULATIONS DISCUSSED

Ashkhabad IZVESTIYA AKADEMII NAUK TURKMENSKOY SSR: SERIYA OBSHCHESTVENNYKH NAUK in Russian No 4, Apr 82 pp 34-39

[Article by O. D. Mamedova: "Improving Housing Legislation in Turkmen SSR"]

[Text] The Communist Party and the Soviet state display unwavering concern for further raising the material and cultural level of the Soviet people. One of the numerous manifestations of this concern on the part of the party and government for the good of the people is the immense amount of housing construction in our country. In terms of the scale and rates of housing construction our country is one of the first in the world. Under the 10th Five-Year Plan residential buildings were constructed with an overall area of 530 million square meters, and housing conditions were improved. At the present time about 80 percent of the urban population live in individual apartments. The 26th CPSU Congress stipulated that under the 11th Five-Year Plan residential buildings were to be constructed with an overall area of 530-540 million square meters [2, p 66].

The 22nd Congress of the Communist Party of Turkmenistan took note of the annual increase in the volume of housing construction in the republic. "During the five years, through all sources of financing, 5.2 million square meters of well-arranged housing were constructed, which made it possible to improve housing conditions for about 500,000 people" [3, p 24].

The development and preservation of the state and public housing supply is one of the conditions for insuring the rights of Soviet citizens to housing which was established by the USSR Constitution [Article 44]. This is of immense social and international significance, for the USSR Constitution has established the right to housing which is vitally important for man [1, pp 16-17].

Up to the present time legal aspects of housing for citizens have been regulated by the "Fundamentals of Civil Legislation of the USSR and the Union Republics" and civil codes, that is, the norms of civil law. But many acts of housing legislation adopted in the 1920's and 1930's have become outdated and do not meet the requirements of the present day. Because of this there is now a need to create a unified legal act that embraces all aspects of legal housing relations. The "Fundamentals of Housing Legislation of the USSR and the Union Republic, which was adopted by the USSR Supreme Soviet on 26 June 1981, was such an act. With the adoption of the Fundamentals it became necessary to publish housing codes of the union republic, including the housing code of the Turkmen SSR.

As we know, the residential areas of the cities and villages of our republic are being improved each year, and attractive microrayons and multistory buildings have appeared.

Up to the present time the immense housing fund has been regulated by the "Fundamentals of Civil Legislation of the USSR and the Union Republics" and the civil code of the Turkmen SSR, various government decrees, and the corresponding rules, provisions and instructions. Therefore it was necessary in keeping with the "Fundamentals of Housing Legislation of the USSR and the Union Republics," to publish a housing code for the republic which would systematize the legal normative acts which frequently had technical and juridical defects. This pertains, in particular, to legislation concerning exchange of housing premises, maintenance of dwelling space for those who are temporarily absent, the right to additional space, and so forth.

We have made suggestions for improving the existing housing legislation which could be taken into account in the republic housing code which is being developed.

The USSR Constitution (Article 44) and the Turkmen SSR Constitution (Article 42), by securing the right to housing, thus places on agencies in charge of housing the responsibility of satisfying the demands of citizens for dwelling space under the established policy. In Article 31 of the "Fundamentals of Housing Legislation of the USSR and the Union Republics," it is envisioned that "An appeal can be made in court if a housing voucher has not been issued within six months." Neither the ispolkom of the local soviet nor the enterprise (institution, organization) has the right to refuse to register and grant housing to citizens who need it if their requirements do not contradict the corresponding legal norms. Unfortunately, in the division of accounting and distribution of residential space under the Ashkhabad Gorispolkom they do not register (account for) citizens to whom the accounting division has refused to grant dwelling space for one reason or another. In our opinion, this shortcoming in the work of the division of the ispolkom must be eliminated. Because of this and in order to establish control over the activity of the division for accounting for and distributing dwelling space, it would be expedient to include in the republic housing code that is being developed an article granting citizens the right to legally dispute unjustified refusal on the part of the ispolkom of the local soviet (division of accounting and distribution of dwelling space) to record and grant dwelling space within the established time period.

The judicial policy for considering complaints of citizens regarding issues of housing registration and distribution of housing is the most effective measure for strengthening Soviet law in this sphere of public relations.

A number of decrees of the party and government envision the construction of apartments in residential buildings according to standard plans with each apartment being inhabited by only one family. For example, the decree of the CPSU Central Committee and the USSR Council of Ministers of 31 July 1957, "On the Development of Housing Construction in the USSR," in point 29 stated, "Beginning in 1958 in residential buildings that are constructed both in cities and in rural areas, there are to be economical, well-arranged apartments to be inhabited by one family" [4, p 278].

The "Fundamentals of Housing Legislation of the USSR and the Union Republics" point out that residential premises are granted to citizens, as a rule, in the form of an individual apartment for a family. A good deal of attention was devoted to this issue at the 26th CPSU Congress, which pointed out the need to distribute new state residential space, as a rule, according to the principle of granting an individual apartment to a family [2, p 66]. Therefore it seems expedient to us to present Article 301, part 1 of the Turkmen SSR Civil Code which is being developed in the following form: "In buildings of local soviets of people's deputies and state, cooperative and public organizations, with a rental agreement one can release only separate residential premises in the form of an individual apartment to a family."

The residential needs of the citizens are satisfied not only through the construction of new residential buildings, but also through the correct operation and distribution among citizens of other residential premises. Housing conditions are frequently improved by exchanging dwelling space as well.

In keeping with the provisions, "On Exchanging Residential Premises," approved by a decree of the Turkmen SSR Council of Ministers of 19 August 1966, exchange is allowed between two, three and more renters who live in the same city, different cities, workers', health resort and dacha villages and other population points.

The "Fundamentals of Housing Legislation of the USSR and the Union Republics" envision the exchange of residential premises by renters with the written agreement of the members of the family living with them (Article 31). The policy for exchanging residential premises and the conditions whereby the exchange is allowed are established by legislation of the USSR and the union republics.

Citizens have the right to exchange a separate apartment which they occupy or an individual room which they use, regardless of whether it is separate or not; in exceptional cases parts of rooms can be exchanged. There are no normative documents that regulate this issue, but many writers are in favor of allowing such an exchange. Thus Yu. G. Basin points out that the exchange of a part of a room "should be permitted only in cases when this is done in order to provide for cohabitation of married couples, disabled parents with children or minor (unable to work) children with parents" [5, p 383].

A. I. Pergament points out that "The object of exchange can even be a part of a room. Such exchange is possible only when the person who comes to live in a part of a room through exchange becomes a member of the family of the renter who is living in this room. For example, there is no reason why a brother who is living in one room with his sister should not give up his rights to use part of the room to the husband of the sister, having received in exchange the room which was previously occupied by the brother-in-law" [6, p 480].

The possibility of exchanging all or a particular part of a room is also envisioned in the previously effective instructions of the Executive Committee of Municipal Services and the Executive Committee of Justice of the RSFSR, "On the Conditions and Policy for Exchanging Residential Premises" [7, No 18].

A part of a room is exchanged in order to unify a family, for no special agreements are concluded with members of a family who have moved in since there is no need for this; even without this members of a family who have moved in will have the same right to dwelling space as the main renter.

It seems expedient to us to reinforce this norm in the republic's housing code that is being prepared, and therefore part 5 of Article 327 of the Turkmen SSR Civil Code should be presented in the following form: "In order to exchange adjacent rooms with a common exit or one of them it is necessary to have the written agreement of all family members who live in them. A part of a room can be exchanged in order to unify a family."

The division of dwelling space is one of the kinds of changes in the rental agreement for a residential premise which can be requested by a member of the family of the renter, the need for which is conditioned by the various living situations. Disputes that arise in connection with the request to conclude an individual rental agreement are resolved by the court.

The Turkmen SSR Civil Code (Article 315) does not envision that a family member who wishes to conclude an individual rental agreement for dwelling space will have independent earnings or another independent source of means of existence. But the civil codes of the majority of union republics (for example, the RSFSR and others) envision the need to have an independent source of livelihood for the family member who wishes to become an individual renter. This requirement is explained by the desire to make sure that the renters fulfill all their commitment for making payments for the apartments, maintaining the premises in order and so forth. An example is the judicial practice regarding the case of P, when the people's court refused P's suit to divide dwelling space, since he was a student and did not have an independent source of income and lived as a dependent of his parents.*

It seems desirable to us to include this point in Article 315 of the Turkmen SSR Civil Code and present it in the housing code that is being developed in the following form: "Adult members of the family of the renter who have an independent source of livelihood (wages, pension and so forth) have the right to demand that they conclude a separate rental agreement if the other adult members living with them agree to this, and in keeping with his share of the dwelling space, he can be allotted premises that satisfy the requirements of Article 301 of the present code."

In addition to the exchange and division of dwelling space, the question of the relocation of citizens under the legal and administrative policy is of a certain amount of interest. People can legally be relocated with or without the granting of dwelling space.

A clear manifestation of the concern of the party and government for improving the housing conditions of Soviet citizens is the point envisioned for the first time in "Fundamentals of Housing Legislation of the USSR and the Union Republics" on "relocating and offering other dwelling space to workers and employees (along

*Archives of the Turkmen SSR Supreme Court, 1973.

with people living with them) who have ceased labor relations with enterprises, institutions and organizations of the most important branches of the national economy that have granted them dwelling space because of release at their own request without good reason or violation of labor discipline or perpetration of a crime."

According to legislation in effect up to the present time these individuals were to be relocated without granting other housing from the buildings of enterprises and organizations of the most important branches of the national economy for the aforementioned reasons.

But the "Fundamentals of Housing Legislation of the USSR and the Union Republics" envision relocating these people only when they are granted other housing. In this connection it would be expedient to change Article 336 of part 1 of the Turkmen SSR Civil Code and present it in the housing code in the following form: "The USSR Council of Ministers and the Turkmen SSR Council of Ministers can establish lists of enterprises, institutions and organizations of the most important branches of the national economy from whose buildings it is allowed to legally relocate and grant other housing to workers and employees (along with people who live with them) who have ceased labor relations because of release at their own request without good reason or because of violation of labor discipline or because of the perpetration of a crime."

The relocation of citizens from the premises they occupy under an administrative (nonjudicial) policy is allowed in exceptional cases stipulated by the law.

But even in these cases, in order not to allow violations of the law by the citizens when they are being relocated, the law has established a rule according to which this relocation can be carried out only with the approval of the procurator. The administrative policy for relocating people from delapidated buildings is directed toward avoiding the threat of the collapse of the building and the impending danger to the people who live in it. Therefore Article 339 of the Turkmen SSR Civil Code envisions: If there is a threat of the collapse of the building in which the rental is living, the rental agreement for the dwelling space is dissolved and, with the permission of the ispolkom of the local soviet, the renter is granted another well-built dwelling space. Here the relocation is allowed only when there is a real threat of the collapse of the building. In this connection it becomes very important to determine the threat in each specific case and the Turkmen SSR Civil Code and the civil codes of the other union republics do not establish the agency which can decide that a building is regarded as threatening. There are various opinions regarding this. An interesting part of view is presented by Yu. K. Tolstoy and V. I. Zamyatin [9, pp 210, 308], who think that cases of threatened collapse of a building should be certified in each specific case by a document of a special interdepartmental commission that is approved by the ispolkom of the rayon or city soviet on whose territory the building is located, since it is precisely these ispolkoms that are responsible for the housing and control of the condition of the housing, regardless of its departmental jurisdiction.

After the renters have been moved out of it, a building that is threatened with collapse, as a rule, should be torn down. Sometimes such a building can be restored through capital repair. Then it is necessary to explain whether in

this case there is justification for relocating the renters under administrative policy and granting them other well-arranged housing for permanent use or if it is possible to relocate them only for the period of capital repair. Therefore it is possible to have administrative relocation when the building is not to be torn down, but to be restored.

There is no single opinion about whether the renter who has been relocated under administrative policy from a dilapidated building (or part of one) subsequently can demand that his previous dwelling space be returned to him if the threat of collapse has been eliminated through restoration. Certain scientists think that people who have been relocated should retain this right [10, p 50] while others think that because of the threat of collapse of the building and the relocation, the rental agreement is no longer in effect and, consequently, when the building is restored those people who have been relocated cannot demand to be moved back into it [11, pp 200, 194].

Neither Article 339 of the Turkmen SSR Civil Code nor Article 37 of the "Fundamentals of Housing Legislation of the USSR and the Union Republics" contains any stipulations about relocated persons being able to retain their previous dwelling space. When a building is torn down the dissolution of the rental agreement is based on the elimination of the object of housing legal relations. But when the building is restored there are no reasons why the renter cannot retain the right to use the dwelling space in which he lived before being relocated. Relocation from dilapidated buildings is carried out under an administrative policy in all cases, but the fate of the rental agreement for the residential space can vary. When the building is torn down the agreement is dissolved. In the latter case the previous premises are returned to the renter after restoration, but for the time of the restoration he is granted other dwelling space.

But in all cases one should recognize that citizens who have been relocated have the right to return to their previous dwelling space. It seems expedient to augment Article 339 of the Turkmen SSR Civil Code and present it in the housing code in the following form: "If a building in which a renter is living is threatened by collapse and is to be torn down or restored, the rental agreement for the dwelling space is dissolved and the renter is granted other well-arranged dwelling space . . . In the event that the building is restored, after capital repair the renter has a preferential right to return to this building (or a preferential right to renew the housing rental agreement)."

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HOUSING AND PERSONAL SERVICES

CHANGES IN CITIZENS' LIVING STANDARD DISCUSSED

Moscow NOVOYE V ZHIZNI, NAUKE, TEKHNIKE: SERIYA "TORGOVLYA I BYTOVOYE OBSLUZHIVANIYE" in Russian No 3, Mar 83 pp 3-25

[Article by Yakov Lvovich Orlov, professor, chief of the chair of trade economics at the Correspondence Institute of Soviet Trade]

/Text/ The CPSU Central Committee decree "Concerning the 60th Anniversary of the Formation of the Union of Soviet Socialist Republics" notes that the past 60 years have been marked by the rapid socio-economic development of the Soviet Union. In this period national income has increased many times over. The percentage of world industrial production accounted for the USSR has increased from 1 percent in 1922 to 20 percent at the present time.

Guided by the 26th party congress decisions, the CPSU Central Committee and the USSR Council of Ministers adopted the decree "Concerning Measures to Further Develop Trade and to Improve Trade Services for the Public in the 11th Five-Year Plan." The decree notes that in the 10th Five-Year Plan the sale of many essential goods to the public was expanded significantly on the basis of increases in the production of consumer goods and in the monetary incomes of Soviet people. Retail commodity turnover, which is a very important socio-economic indicator not only of popular consumption but also of the development of the entire economy, increased by one-quarter, while the material-technical basis of trade was strengthened.

At the same time, the level of commodity circulation and the quality of trade services which have been achieved at present still lag behind the growing requirements of the population and the present-day demands which are made on this sector. The decree sets out a program (which has already been started) for all-around development and improvement of trade, as well as for increases in its socio-economic effectiveness. Trade links production and consumption. Its role as an important economic lever by which the masses of consumers influence production is growing. And in turn, orienting production toward the final, economic results gives rise to the need for smoother operations by the entire economic mechanism, and by all the sectors of the economy and spheres of activity.

In the Interests of the People

The growth of the country's economy and its orientation toward the completion of tasks linked to the increasing of the people's well-being make it

possible to raise in a planned manner the material and cultural level of life experienced by Soviet citizens. During just the 70's, the real incomes of the population increased nearly 1.5-fold.

There has been a noticeable equalization of the material well-being of blue collar workers and peasants. During the decade the average wage of blue-collar workers increased approximately 1.4-fold, while labor payments for kolkhoz members increased 1.8-fold. In 1965 the real incomes of kolkhoz members calculated per family member amounted to 75 percent of the real incomes of blue- and white-collar workers; in 1981 this percentage had increased to 89 percent. The incomes of less well-off families increased at an accelerated pace. In 1965 only 4 percent of the population had an income of more than 100 rubles per month for every family member, and in 1981, more than half did.

The public consumption funds play a large role in the equalization of the living conditions of various social strata of the population. In comparison with labor payments, these funds grew at an accelerated rate during the past decade: in 1970-1980 they doubled. The total amount of benefits and payments made to the population through these funds came to 920 billion rubles, that is, to more than for all the previous years that the Soviet state has been in existence.

Improvements in the population's well being are inseparable from fuller satisfaction of the demand for various goods and services. But in and of itself the growth of monetary incomes does not yet mean a real rise in the standard of living. The recent years have seen significant achievements in the development of consumer goods production, and steady growth in the sale of foodstuffs, clothing, footwear, household and educational items. At the same time, however, there are still difficulties in supplying the population with certain foodstuffs, and there are frequent interruptions in the sales of individual mass demand items. Nor have shortages of certain products of light industry been eliminated. The quality of goods does not always meet requirements.

As a result of these difficulties, the population's effective demand for goods and paid services still exceeds the supply, and this reduces the effectiveness of material stimulation measures, weakens incentives for labor and in this way slows down the growth of public production and the work of increasing its effectiveness. The Communist Party links inseparably attention to the development of the economy with concern for the conditions of labor and life. Clearly, growth in people's well-being cannot be ensured without the necessary development of production, and at the same time, the development of production itself will proceed more successfully if people's labor and daily life are put on a better footing.

The "Basic Directions in the Economic and Social Development of the USSR in the Years 1981-1985 and for the Period up to 1990" gives a high priority among measures to increase the well-being of the people to the following requirement: "Consider the fuller satisfaction of the public's demand for various goods and services as a very important task."² Toward this end the decisions of the 26th CPSU Congress call for a system of measures—to be carried

out in the 11th Five-Year Plan--which are aimed at further improving the most important economic relations and proportions.

The level which our country has achieved in the consumption of food products provides for a total number of calories which is sufficient to replace energy expenditures related to the work and daily activities of a man or woman. The calorie content of our daily diet amounts to 3,280 calories per person on average. In the physiological sense, the food problem was solved long ago. As a result of the growth in the Soviet people's material well-being, the daily diet is changing in composition, and its nutritional balance is improving. The demand for the most costly items is growing rapidly: this is explained by the increase in monetary incomes.

But, as the May (1982) plenum of the CPSU Central Committee noted, we must not be satisfied with what has been achieved already; the food problem is still far from being removed from the agenda. "While the calorie content of the Soviet individual's diet meets the physiological norms for overall amounts, the structure of the diet needs improvement. The demand for meat and dairy products is not being satisfied, and there are not enough fruits and vegetables. In a number of rayons stoppages occur in the sale of food products.

"What is the problem here? The problem is primarily that the demand for foodstuffs still outstrips food production, although the latter is increasing from year to year."³

The emergence of these difficulties is related to various circumstances, the main one of which is the fact that agriculture, particularly animal husbandry, lags behind the rate of society's social development. Also reflected here are the natural-climatic features of the zone in which harvests cannot be guaranteed, the insufficiently rapid growth in the effectiveness of agriculture and of the entire agro-industrial complex. In addition, production in the private sector has practically stopped growing. Consequently, the load on public-sector farming has increased not only significantly but also rapidly. In the 70's, for the first time, our country had to provide for increases in food production through the efforts of the kolkhozes and sovkhozes alone.

Serious changes in the social structure of society have taken place, specifically the rapid growth in the number of city dwellers. From 1965 through 1981 the urban population of the USSR increased by 48.5 million, while the rural population fell by 11.2 million. In other words, more than 11 million people who were food producers became purchasers. In 1965 rural residents purchased from retail trade outlets foodstuffs amounting to 13 billion rubles, while in 1980 the reduced rural population, given relatively stable prices for food, purchased from the retail trade network food worth 29 billion rubles. On the one hand, these figures point to the growth of consumption by the rural population, but on the other hand, they also show that the original producers of food are themselves becoming to a greater degree its purchasers.

Consideration should also be given to the fact that in our country the retail prices for meat and meat products, milk, oil and certain other food items are maintained at a relatively low level. The state takes upon itself approximately half of the expenses for the production, processing and sale of meat, for example. While ensuring the stability of retail prices, the state is increasing its outlays to make up for the difference between these prices and expenses for the production and sale of the most important food products. At the present time meat and milk subsidies drawn from the state budget amount to 25 billion rubles per year. At the present time the production and sale of beef and lamb cost on average 2.2-fold more than the retail price; for butter these costs are 1.8-fold greater, and for pork and potatoes 1.5-fold.

The combination of rapid growth in the population's monetary incomes and low prices for meat, for example, expanded the circle of effective consumers many times over and in an extremely short period of time: in 1965 the purchase of meat in the quantities stipulated by the scientifically based food norms was not a simple task for a majority of families. This required a monthly expenditure of 14 rubles, i.e., a significant portion of per capita income. This kind of expenditure is now accessible to almost every family: in 1980 it amounted to no more than one-seventh of the monthly per capita income. In the last 15 years the structure of food product consumption has changed sharply. The proportion of high-quality, high caloric food items (meat, milk, vegetables, fruits, etc.) in the diet is growing rapidly, and at the same time the proportion of foods such as bread and potatoes is declining.

As a result, a shortage of meat and dairy products has developed. But this shortage is not absolute: it has appeared against a background of expanding consumption, not falling consumption. Let us look at the figures. The sale of animal husbandry products through state and cooperative trade outlets is increasing at a rate which significantly exceeds population growth. For example, in 1980 the sale of meat and meat products grew 1.9-fold in the country as a whole in comparison with 1965; milk and dairy product sales grew 2-fold and egg sales grew 3.8-fold. In this same period the population increased 15 percent.

Growth in the production volumes for foodstuffs, in combination with a foreign trade policy aimed at improving the supply of food to the population of the country, has led to a significant increase in the per capita consumption of food products. In 1965-1980 the sale of meat and meat products increased from 41 to 58 kilograms, calculated on a per capita basis; the sale of milk and dairy products increased from 251 to 314 kilograms, and the sale of eggs increased from 124 to 239. However, the high rate of growth in the production of these foodstuffs still falls short of the rate of increase in the monetary incomes of working people, i.e., effective demand by the population outstrips supply. Under these conditions there is increasing significance in the way in which meat supplies are distributed among various spheres of Soviet trade.

For example, ever larger amounts of meat, dairy and other products have been sent recently to public catering enterprises, to kindergartens, day care centers, sanatoria and rest homes, the number of which is growing rapidly. In 1965 public catering enterprises had 6.8 million seats, by 1980 there

were 17.2 million seats. The number of dishes prepared in cafeterias increased in this period from 22.1 billion to 50 billion. Today 110 million people use the services of public catering enterprises. At the present time public catering facilities sell to the public approximately 40 percent of the meat and poultry and about 17 percent of the sausage products which are sold through the state and cooperative trade network.

Many hundreds of thousands of tons of meat and other products are used to supply children's and medical institutions, sanatoria, rest homes, pioneer camps and tourist facilities.

A significant portion of the meat products which go to the stores are used to fill special orders, such as those placed by groups at industrial enterprises or by people who order in advance. In order to achieve even distribution of supplies, or in certain cases to provide for preferential treatment for certain categories of workers employed in the leading industrial sectors, the volume of sales of meat and certain other products by means of various forms of rationing has recently been increased.

In working to increase the people's well-being, the party has stated that the fundamental problem is how to satisfy fully the population's needs for food products. The May (1982) plenum of the CPSU Central Committee approved the USSR Food Program. Its goal is to provide in a reliable manner and in the shortest possible period of time food products to the population of the country. This is not only a top-priority economic task, it is also an urgent socio-political task. The main point (and herein lies the sense of the work to implement the Food Program) is to achieve a situation in which the consumer, not the producer calls the tune. The satisfaction of the vital requirements of the Soviet people was and remains a very important platform requirement of our party.

The output of the agro-industrial complex in general, and of agriculture in particular, is becoming an ever more significant condition for the achievement of the great goal of the party's economic strategy--the raising of the people's living standard. Agricultural output accounts for approximately three-fourths of the popular consumption fund. The proportion of goods obtained from agricultural raw materials amounts to more than two-thirds of retail commodity turnover, including 97 percent for food items and 40 percent for non-food items. Consequently, the development of agricultural production determines to a decisive degree the level of consumption.

The Food Program calls for a substantial improvement to be made in the composition of the diet as a result of increased consumption of the most valuable products. In the current five-year plan, the demand for certain products is to be fully met, including groats, confectionery items, margarine, eggs and fish; and plans also call for improvements in the supply of meat, milk, vegetable oil, fruits and vegetables.

The Program calls for the interrelated, more balanced development of the entire agro-industrial complex. In the 12th Five-Year Plan this complex

will receive approximately one-third of the total volume of capital investment made in the entire national economy. The end results of the development not only of agriculture but also of the sectors related to it are of decisive significance for the satisfaction of the public's needs for food products. As economic links are expanded and the scale of agricultural production is increased, it is more and more important to ensure that agricultural products are brought to the consumer with minimal losses. According to scientists' calculations, ensuring that grain and vegetables are maintained in the best possible condition during harvesting, shipping and processing will yield an increase of nearly 20 percent. And, as is well known, it takes significantly less capital investment to preserve that which has already been produced than it does to produce it in the first place.

A recently adopted decree by the CPSU Central Committee and the USSR Council of Ministers "Concerning Additional Measures to Expand the Sale by Kolkhozes, Sovkhozes and Other Agricultural Enterprises of Fruits and Vegetables to Organizations of Consumers' Cooperation and at Kolkhoz Markets" is directed to the fuller development and rational utilization of the resources for fruit and vegetable output and to the reduction of losses and spoilage of valuable products. In accordance with this decree agricultural enterprises are permitted to sell to consumer cooperative organizations, as well as at kolkhoz markets--at prices determined by the interested parties--vegetables, melons, other fruits and berries (excluding table grapes, onions, and garlic) in any amount up to 10 percent of the plan-specified volume of state purchases; they may also sell above-plan output with regard for the fulfillment of the plan for state purchases. According to preliminary estimates, this 10 percent (without consideration for above-plan output) will amount to no less than 1.6 million tons of vegetables and 0.5 million tons of fruits; this will make it possible to significantly increase cooperative trade in agricultural products to be conducted in the cities and workers' housing projects.

Today the cooperative trade network has more than 800 cooperative trade organizations; their stores are located in cities and workers' housing projects. Through their network the members of the cooperative bring fruits and vegetables to the consumer. The decree forbids unjustified limitations on the removal of this produce from the oblast, kray or republic.

INTERESTING FIGURES

Distribution of National Income (In Comparable 1973 Prices, billions of rubles)

	National Income Used for Consumption and Accumulation	Including Income Used for Consumption
Eighth Five-Year Plan	1,230	887
Ninth Five-Year Plan	1,647	1,191
Tenth Five-Year Plan	2,045	1,511

Undoubtedly the kolkhozes and sovkhoses themselves will sell a portion of the produce at the kolkhoz markets. Despite the fact that they are called kolkhoz markets, the kolkhoz trade has, in fact, been reduced to a minimum at present. According to data from the USSR Central Statistical Administration, agricultural products worth 1.4432 billion rubles were sold at the country's markets in the second quarter of 1982, for example. But of this amount only 7.44 million rubles worth of products were sold by the kolkhozes. And in Azerbaijan, Armenia and Kirghizia, the kolkhozes do not trade at the markets at all. It is essential to increase kolkhoz trade and to influence the stabilization of prices for agricultural products. And in connection with this, the decree emphasizes, measures should be taken to improve the operations of the kolkhoz markets and to strengthen their material and technical basis. At the same time the consumer cooperative network is obligated to ensure the unconditional fulfillment--on a top-priority basis--of the plan targets for the delivery of all types of fruits and vegetables to the all-Union and republic funds.

In addition to the kolkhozes and sovkhoses, the following will also be further developed as part of the effort to successfully resolve the tasks of increasing agriculture output: the supplementary farms run by enterprises, organizations and institutions, citizens' private supplementary farms, as well as the horticultural, gardening and rabbit-breeding societies of blue- and white-collar workers. They will be given assistance in acquiring seedlings and baby animals, fodder, seeds, fertilizer and agricultural equipment. The decree of the CPSU Central Committee and the USSR Council of Ministers "Concerning Supplementary Measures to Increase the Production of Agricultural Output in Citizens' Private Supplementary Plots" specifies possibilities for increasing the productivity of these plots.

The experience in a number of oblasts and rayons provides evidence that citizens' private farms can be the source of substantial additions to the production of meat, milk, potatoes, vegetables and certain other products. It is important to create in all places the kind of social climate in which citizens would feel that by raising cattle and poultry in their private supplementary plot or small farm or by growing a vegetable garden or maintaining an orchard, or doing other agricultural work, they are making a useful contribution to the state cause.

In the current five-year plans and in the longer range plans a central place has been allocated, as before, to social problems. Comprehensive, goal-oriented programs have been developed for some of these problems. For example, the program which has already been started to expand the output of consumer goods in the 11th Five-Year Plan is contained in the decrees of the CPSU Central Committee and the USSR Council of Ministers "Concerning Measures to Increase the Most Needed Consumer Goods in the Year 1981-1985 and to Satisfy More Fully the Population's Demand for These Goods" and "On Increasing the Production of Mass-Demand Goods, and on Increasing the Quality and Improving the Variety of these Goods in 1981-1985." The accelerated growth in the national income of the consumption fund will continue. In the 11th Five-Year Plan it will grow by more than one-fifth, and in 1985 it will reach 78 percent of the total volume of national income, in comparison with 75.3 percent in 1980.

In the stage of developed socialism the nature of the CPSU social policy as one which is common to the whole people is being revealed ever more clearly. And the more mature our society of developed socialism becomes, the more attention we can and must devote to the daily needs of the working people--to housing, food, the education, health care and service sphere, and to everything which determines both the material well-being and attitude of a person.

There is evidence of this in the basic indicators of the 1981-1985 State Plan for the Economic and Social Development of the USSR. In the area of the population's incomes particular attention is being devoted to the need to balance their growth with increases in commodity funds and to increase the incentive role of wage payments as the basic source of the private budget. A high rate of growth is stipulated for the per capita resources for current consumption and non-productive construction, commodity turnover in state and cooperative trade and in real incomes.

In order to improve the balance between supply and demand the following goals have been set: 1) there will be accelerated growth in the production of consumer items in comparison with the production of the means of production; 2) the output of consumer items in industry and retail commodity turnover will develop more rapidly than the population's real incomes will grow; 3) increases in the production of consumer items will outstrip growth in retail commodity turnover. In the last five-year plan the production of consumer items increased 21 percent, while commodity turnover grew 24.5 percent. This is explained by a substantial reduction in commodity stocks on days of commodity turnover, and also by an increase in imports of consumer goods. In the current five-year plan the output of goods for the population will grow by 26.2 percent, while commodity turnover will increase by 23 percent. These "reversed" proportions are essential under present-day conditions to improve supplies for the population and to achieve a greater balance between supply and demand. They will also result in an increase in commodity stocks, an increase which is necessary because the resources of many goods today are lower than specified by the norms, which themselves are very obsolete and obviously understated. The accelerated development of the Group "B" industrial sectors is of exceptional importance in resolving the problem of how to more fully saturate the market with consumer goods. In accordance with decisions by the CPSU Central Committee and the USSR Council of Ministers, investment in the following industries is being significantly increased: light industry, the food, meat and dairy, fish and meat industries.

In the first two years of the five-year plan it amounted to about 56 billion rubles, or 1.5-fold more than in the corresponding period in the previous five-year plan.

The social program is all-embracing and encompasses the most varied aspects of the people's life--consumption and housing, living and working conditions, culture and recreation. In the entire five-year period up to 1985, 16.6 billion rubles will be directed to new centralized measures to improve the people's standard of living. In addition, the state domestic loans, which were formerly floated among the population, will continue to be paid off. The loans are to be paid off at the rate of 1.5 billion rubles every year.

Clear expression has been given to the social direction characteristic of the policy aimed at decisively turning the entire economy toward effectiveness and quality, toward intensification within it, in order to provide for faster increases in the end results of production activity in comparison with expenses. All this makes it possible to speed up improvements in the material production sphere which is directly linked to increases in the population's standard of living, and specifically the Group "B" industries, agriculture consumer services, as well as trade.

Typically there is more rapid growth in the production of goods for cultural and household use, in comparison with other consumer goods. The output of this first group of goods is scheduled to develop significantly faster than industry as a whole, and--of particular importance--faster than branches of heavy industry, in which more than half of all non-food items are produced. Proportions of this kind in the development of the economy are designed to satisfy more fully the population's effective demand for goods and services.

In practically all branches of heavy industry the growth rates for the output of goods for the people substantially outstrip the rates for the expansion of production for basic types of output. For example, in the chemical and petrochemical branches, the volume of basic output is to increase (according to plan) by 30-33 percent in the current five-year plan, but during this same period the production of plastics which are essential for the manufacture of various mass demand goods should grow 1.7-fold.

INTERESTING FIGURES

Basic Indicators of the 1981-1985 State Plan
for the Economic and Social Development of the
USSR, expressed as percentages of the 1980 figures

	1981	1982	1983	1984	1985
Industrial Output, Total	104.1	108.2	112.9	118.7	126
Including:					
Production of the Means of Production	104.1	108.2	112.8	118.6	125.5
Production of Consumer Goods	104.2	108.3	113.3	119	126.2
Real Per Capita Incomes	102.9	105.8	109.4	112.8	116.5
Retail Commodity Turnover of State and Cooperative Trade, in Comparable Prices	103.2	108	112.8	117.6	123

In the work of increasing public consumption an important role is assigned to the realization of the Food Program, as well as to increases in the production of non-food items, and primarily to those which help to meet the

population's needs for high-quality rest and recreation, for household equipment and for convenience at work, in domestic arrangements and private auxiliary farming. Further growth is taking place in the level of popular consumption, as are improvements in the structure of that consumption. As before, the most important role in satisfying the population's needs belongs to state and cooperative trade, through which more than 90 percent of all material benefits which are used for private consumption by the population are sold. The social program of the five-year plan is aimed at improving the population's supply of basic food and non-food goods.

At the same time the quality of trade operations is becoming an indicator of the degree to which the need for goods is being satisfied. Every purchase (and the total of all these purchases amounts to many tens of billions every year) represents a need satisfied through trade. The development and improvement of trade contributes to the enrichment of the socialist way of life, and to the education of the comprehensively developed personality. While expanding the sale of goods for cultural and educational purposes, including books, and by forming tastes, trade contributes to the spiritual growth of the Soviet people. Improvements in the organization of trade and progressive forms of service help to utilize more rationally the population's free time and to reduce consumption costs. For this reason the effectiveness of trade must be evaluated not only from the viewpoint of its contribution to the development of public production, the savings of expense costs, related to the movement of goods into the consumption sphere, but also from the position of creating the optimal conditions for serving consumers and selling goods.

In accordance with the 1981-1985 State Plan for the Economic and Social Development of the USSR, retail commodity turnover of state and cooperative trade, which is a very important indicator for the development of the economy and people's consumption, will increase 23 percent in comparable prices. The absolute increase in this indicator will be significantly greater than in the 9th, and well as in the 10th Five-Year Plans. Per capita commodity turnover will increase substantially. Moreover, commodity turnover per capita of the rural population will grow at a faster rate, as in the last five-year plan. Within the five-year plan period it will become 21.8 percent larger, and it will grow 15 percent if calculated per each city dweller.

The 11th Five-Year Plan, like all the five-year plans, will be a program for the development of all the republics which form our great socialist Homeland. A unified national economic complex, which is the material basis for the fraternal friendship of the USSR peoples, is developing successfully within a mature socialist society. Commodity turnover is growing steadily in every republic, in every rayon.

The following areas are showing an increasing share in the total volume of the nation's retail commodity turnover: the rayons of Siberia and the Far East; Kazakhstan; the republics of Central Asia; the Baltic republics; Moldavia--all areas, which were once the outlying districts of prerevolutionary Russia. This reflects--along with other factors in the development of the

economy and culture--the pattern which is characteristic of the socialist economic system, and which can be described as the coming together of the economic levels of the republics and economic regions; it reflects the implementation of our party's Leninist national policy, which is aimed at ensuring actual equality for all peoples and nationalities. In the current five-year plan the highest growth rates in commodity turnover are planned for the Uzbek SSR--41 percent; Azerbaijan SSR--37 percent, Turkmen SSR--36 percent and the Tajik SSR--31 percent.

The directive of the 26th CPSU Congress on the need to improve inter-republic economic links and to expand the socialist division of labor has a direct relation to the production of consumer goods and to the development of the commodity turnover among the union republics. The further development of inter-republic trade makes it possible to satisfy more fully the needs of the population in all the union republics.

The formation of commodity resources in every republic is carried out in two ways: 1) with locally produced resources and 2) with resources which are brought in from other republics. Let us take, for example, the largest (both in terms of population size and area), the RSFSR, and the smallest republic, the Estonian SSR. Various goods are sent from the cities and rayons of the RSFSR to Estonia: from Moscow come cars and watches machine tools, metals, televisions sets; from Leningrad come various types of equipment, machine tools, rolled products, from Gorkiy come ships, cars, pipes; from Arkhangelsk comes timber; from Khabarovsk come furs; from the Urals come machines, metal, grain, etc. And what do the Russian industrial enterprises and stores receive from the Estonian SSR? Moving the other way are measuring instruments, electric engines, radio equipment and products of the pulp and paper industry and output from the clothing and food industry.

Some of these links are implemented within the framework of planned inter-republic trade, in which all the union republics participate. Every republic purchases goods which it needs. Inter-republic trade fulfills important functions: it contributes to the expansion of commodity production in every union republic, without this production being limited by the framework of the local market; it creates conditions for improving the variety of goods in the trade network, which makes it possible to satisfy more fully the demands of the population in every republic, regardless of its production specialization.

In 1982 commodity deliveries from one republic to another, which are carried out by wholesale organizations of the ministries of trade in the union republics, amounted to more than 60 billion rubles throughout the country, or 20 percent of the total volume of retail commodity turnover. For certain items of particular importance, the proportion which they constitute in the total volume of intra-republic production is even greater--more than double, for example, for motorcycles and radio items. For sugar, confectionary items, tea, margarine, grape wine and tobacco products the volume of inter-republic trade will amount to 7.9 billion rubles this year.

INTERESTING FIGURES

Basic Indicators for the Development of the Union Republic Economies in the 11th Five-Year Plan

	Industrial Output (1985 expressed as a percentage of 1980 indi- cator	Average Annual Vol- ume of Agri- cultural Out- put (1981- 1985, as a percentage of 1976-1980)	Retail Commodity Turnover (1985, as a percentage of 1980)
RSFSR	125	113	122
Ukrainian SSR	123	112	121
Belorussian SSR	128	111	123
Uzbek SSR	130	117	141
Kazakh SSR	125	112	125
Georgian SSR	131	122	133
Azerbaijan SSR	130	115	137
Lithuanian SSR	123	110	118
Moldavian SSR	132	122	127
Latvian SSR	116	113	117
Kirghiz SSR	122	109	127
Tajik SSR	127	112	131
Armenian SSR	131	111	130
Turkmen SSR	121	115	136
Estonian SSR	115	112	116

The inter-republic exchange is determined not only by the uneven distribution of facilities to produce particular goods, but also by the specialization of enterprises and the variety of output which they produce. For example, many goods which carry the trademark of Latvian enterprises are sent out of the republic, to other economic regions of the country. These goods include silk dress fabrics made by a Riga combine. Radios made by the VEF [Electrotechnical] Plant and the plant imeni A.S. Popov are very popular in all the union republics, as are many types of Latvian furniture, especially pieces made by the Lathythkhim firm.

Uniting all the forces and resources of the country has made it possible to increase many times over the production of material benefits and to utilize them more fully to increase the living standard of the working people. As a result, the real incomes of the population are growing steadily, and the people's consumption is improving.

In the years of Soviet power fundamental changes in the geographical distribution of retail commodity turnover have taken place. In prerevolutionary

Russia about 94 percent of the commodity turnover took place in the central regions of the country, where one-fourth of the population lived, while a semi-barter economy predominated in the outlying areas. Rapid growth in retail commodity turnover is taking place in areas of the USSR which, in the past, were backward national districts. The rate of growth in the commodity turnover of the Central Asian union republics, the Trans-Caucasian republics and the Moldavian SSR is higher than the union-wide average. For example, in 1981, retail commodity turnover in state and cooperative trade throughout the USSR, including public catering, grew 11-fold in comparison with 1940. In this same time period it increased 23.6-fold in Kazakhstan, 24.9-fold in the Moldavian SSR, 20.6-fold in the Kirghiz SSR, 18.6-fold in the Armenian SSR and 17.2-fold in the Tajik SSR.

The commodity consumption levels for people living in the center of the nation and for people living in other regions are growing substantially closer together. In recent years, for example, Belorussia has moved from last place (in 1960) in terms of retail commodity turnover per capita in the basic economic and geographic regions to third place. In 1940 the lowest level of commodity turnover per capita was in the Moldavian SSR--44.9 percent of the Union-wide average level. Now the average per capita commodity turnover in Moldavia amounts to more than four-fifths of the Union-wide indicator.

Differentiating the figures for per capita commodity turnover depends on a complex aggregate of socio-economic factors, some of which differ substantially for the various union republics. For example, demographic conditions play a large role in the figures for the Central Asian republics and Azerbaijan. In those places the rate of population increase is 2.5- to 3-fold higher than in the remaining republics. As a result, the relatively large growth in the population's monetary incomes provides for a relatively smaller increase in per capita income, and consequently, for per capita commodity turnover. Another important condition lies in the fact that these republics have less of their population employed in the national economy. Consequently, when we talk about evening up per capita commodity turnover throughout the country, this in no way means the achievement of indicators which are numerically identical; instead, it means the satisfaction to an equal degree of the socio-economic needs, which differ in volume and structure, and of the effective demand of the population in the various regions of the country.

Ensuring balance between the population's effective demand and the growth of goods and services is becoming an ever more urgent necessity not only at the national level, but also at the level of every union republic, autonomous republic, kray and oblast. It is essential to emphasize that the principle of democratic centralism, which is a very important principle in the organization and management of a socialist economy, has nothing in common with dependence, with the desire to push the solution of all problems onto the center, or to use its authority to cover up inefficiency and lack of initiative. Many questions must be resolved on the spot. For this reason local enterprise and initiative in increasing the output of consumer goods should be given the broadest possible scope, as required by the decisions of the 26th party congress, and the May and November (1982) plenums of the CPSU Central Committee.

It is important to increase the contribution of every union republic and of every economic region, kray and oblast to the accomplishment of national tasks; it is important as well to combine more fully a centralized administration with economic management and initiative by enterprises, and associations in the production of goods for the population, to increase the role of the soviets of people's deputies, and to implement constantly the unalterable principle of economic construction--the achievement of the greatest results with the minimum costs, in the interests of society.

Improvements in the well-being of the Soviet people depend largely on the degree to which stores and cafeterias are saturated with goods and the population is provided with various services. Central and local planning organs ensure that supply and demand are in line with each other within the framework of every republic, taking into account each republic's links with other republics and economic regions of the country. However, success has not yet been achieved in bringing the supply and demand structures into complete alignment in all places and for all commodity groups. The needs of people who live in various geographical and climatic conditions and who differ in their age, sex, nationality, level of cultural development or social position are different. In order to satisfy the population's growing demand, it is important, in particular, for every republic and oblast to take the necessary measures to increase trade resources, including those derived from local sources. The role and responsibility of the republic and local organs in ensuring commodity turnover with the necessary commodity resources must be increased.

Within the country's unified, national economic complex many difficult socio-economic problems in the development of Soviet society are being resolved successfully, including the problem of the fullest possible satisfaction of the needs of the country as a whole and of every republic in particular, needs which are diverse and include high-quality food and industrial goods.

Trade has been entrusted with the responsibility for determining the consumer commodity requirements of the market. In the final analysis, one of the important indicators of a person's standard of living is not how much he has earned, but what he can buy with the money he has earned. For this reason the demand made by trade is a social demand presented to production on behalf of the population. It must reflect the party's goal-oriented program, which is aimed at constant growth and improvement in the people's consumption. Trade is called upon to formulate a production program for industry, a program which is in line with the population's demand. The demands and orders placed by trade must guide manufacturers to take the necessary measures to increase the production of goods, the demand for which is not being satisfied. Important tasks in this area have been defined in the decree of the CPSU Central Committee and the USSR Council of Ministers "Concerning Measures to Further Develop Trade and to Improve Commercial Services for the Population in the 11th Five-Year Plan." They include, in particular, tasks related to the strengthening of serious cooperation between trade and industry on the basis of mutual interest and high standards.

Shifting the economy (including trade) to an intensive developmental path is a complex process. However, if this process is conceived of in a practical manner, it consists primarily in the requirement that the growth of production results must be faster than the growth of expenditures for that production. This will provide opportunities for achieving more while drawing relatively fewer resources into production.

This is the essence of what intensifying the economy and increasing its effectiveness involves. With reference to trade, this means the need to increase the economic effectiveness of plans for retail commodity turnover, to distribute goods to the various regions of the country and trade organizations in accordance with demand, to improve flexibility in the handling of commodity resources and to provide for the rational expenditure of those resources. It is also essential to develop measures to strengthen cost accounting and the program of savings, to improve the maintenance of socialist property and to reduce losses in trade.

The economic levers should be aimed, in particular, at increasing people's material interest in the reduction of losses, as well as at increasing responsibility for damages inflicted on society. Saving, thrift and highly-productive labor must be encouraged in a material way, while waste and extravagance must be subjected not only to social and administrative condemnation, but also to punishment by the ruble. Usually we talk about material interest, but where there is interest, there is also responsibility. It is essential to eliminate a negligent attitude toward the popular good.

Maintaining commodities in good conditions depends on many factors. They include advanced storage technology, rapid delivery to stores, the sale and utilization of reliable packing materials and other diverse methods which help to save resources. For example, it is well known that meat loses 0.7 percent of its weight when frozen. In Lithuania in recent years they have started to deliver meat in refrigerated rather than frozen form, and this has provided a significant savings in the republic as a whole. Dissemination of this experience on a national scale will make it possible to save thousands of tons of meat.

Beginning 1 March 1982 the maximum permissible norms for the use of nonhermetic paper and polyethylene packages for transporting, storing or selling dairy products in the trade network have been reduced, and this will make it possible to reduce losses of these products.

An economical and rational utilization of state bread resources is of great importance: a careful and respectful attitude toward bread must be instilled in the population. Toward this end a new, standardized range of bread and other bakery items has been introduced for 1982-1985.

This range stipulates the output of a large quantity of small bakery items, as well as the reduction of loaves to a size of 700-900 grams in weight. Factory prepackaging of dry goods is being expanded. It has been calculated that with factory prepackaging, natural losses will be reduced, resulting in an annual savings of more than 200,000 tons of flour, 145,000 of salt, more

than 100,000 tons of groats, up to 80,000 tons of granulated sugar and 34,000 tons of macaroni products.

The losses of potatoes and other vegetables are especially large. Can they be reduced significantly? Yes, they can. Leningraders, for example, have had experience in doing this. Two years ago they established here the first standardized complexes for the unloading and processing of potatoes. More than 2,500 people were freed from heavy manual labor, and mechanical damage to the tubers, which occurs during unloading, has been reduced to one-fourth to one-sixth of the previous level. The real economic benefit has exceeded 4 million rubles. In the city work has started on the planning of a major new complex designed to clean potatoes. According to the proposals, this complex will make it possible to reduce produce losses to one-fourth or one-fifth of previous levels, and the main point is that it will guarantee that the population is sold high-quality potatoes in washed and packaged form, which will sharply reduce the customer's losses as well.

In Volgograd Oblast the cities of Kurgan and Volzhskiy have accumulated positive experience in their efforts to ensure that fruits and vegetables are kept in good condition. In Kurgan the fruit and vegetable base is a modern mechanized enterprises where 1,000 tons of potatoes and other vegetables are received and processed in a day. At peak periods the base has 20 drivers of small trucks and mechanics; before mechanization was introduced, about 500 people worked here at these times. The overall level of mechanization in the loading and unloading work now amounts to 92 percent. Operations are organized according to the following systems: field--store and field--base. The processing of substandard potatoes and other vegetables also takes place at the base. Work to save resources is also conducted here.

In Volzhskiy all the vegetables and the melon crops which the state is procuring are received on the basis of quantity and quality at the reception-delivery points, which operate directly at the farms. The Volzhskiy Trading Organization has organized a production unit at which substandard potatoes are processed into starch, and substandard fruits are processed into juices and syrups. When the unit for processing potatoes and other vegetables went into operation in 1981, the Volzhskiy Trading Organization was able to ensure non-stop production. The operations for the processing of vegetable output make broad use of assembly lines for washing the vegetables and preparing the brine: these lines were designed by rationalization experts and inventors from the trading organization. By using these lines labor productivity has increased 1.5-fold; 35 workers have been conditionally laid off, and output losses have been reduced significantly.

The experience gained in collecting and utilizing food wastes has been interesting. This same area of Volzhskiy has a program which was organized to collect bread crumbs from all the stores which sell bread products and to collect unused bread from the public. In Kursk Oblast the seasonal nature and inadequate fodder value of food wastes was considered, and new technology was developed and applied to the processing of food wastes into flour and granules, to which mineral and vitamin supplements are added.

The opening of the unit to produce granulated fodder here makes it possible to utilize fully the food wastes collected from the population and from food industry enterprises. The amount of these wastes is sufficient to provide fodder for 10,000 pigs and 30,000 ducks once. Granulated fodder is also valued because it can be stored up to a year.

Public catering has an important role to play in the reduction of food losses. This involves both improvement in the quality of cooking and greater thrift in the use of raw materials. The use of low-waste technology in cooking has yielded good results, for example, in the cafeterias of the city of Pervouralsk in Sverdlovsk Oblast. By centralizing the processing of raw materials in specialized units which were established at existing enterprises, all the cafeterias in the city are provided with semi-finished products, concentrated broths, cleaned vegetables, including potatoes, and confectionery items. In addition to increasing labor productivity, this has made it possible to utilize food raw materials more rationally.

In Lipetsk Oblast semi-finished products and other items which are largely cooked are turned out for cafeterias by the production enterprises of industry. Industry here has joined in actively to increase the sale of refrigerated meat. The Liptesk Meat Combine is organizing the production of concentrated broth for all the public catering facilities in the city; this eliminates the need to ship and trans-ship no fewer than 600 tons of bones per year, and it will provide an additional income amounting to 20,000 rubles. And the centralized processing of poultry is projected to yield annually 130 tons of by-products worth 50,000 rubles. Public catering in Arzamas, Volzhskiy, Dnepropetrovsk, Krivoy Rog and other cities has experience in the industrialization of food preparation.

The maximum possible thrift exercised everywhere and in everything is a matter of great state importance.

At every work site of our economy it is essential to compare expenditures with the results obtained, to work to achieve the maximum yield. Every sector faces its own urgent tasks and specific problems. But they also include those which encompass all sphere of the national economy, and the main one is to complete the transition to a predominantly intensive path of development.

However, when people deal with the problems of intensifying trade, they still limit themselves frequently to an analysis of growth in labor productivity. The relationships here appear to be straightforward: if labor productivity is growing, it means that the sector is developing intensively. Another type of calculation is also utilized: it is determined what proportion of the increase in commodity turnover has been obtained from growth in labor productivity and what proportion has been obtained by using increased manpower.

But with a comprehensive approach, without which a scientific evaluation of management is impossible today, an increase in labor productivity is only one component in the process of intensification, although a very important one. Other components in this process include: the capital-output ratio,

the return on capital investments, the quality of service given to customers and many others. The party and government decree on developing and improving trade in the 11th Five-Year Plan takes note of the need to ensure that existing trade enterprises are selling a growing number of goods with the same or fewer employees.

Trade is a dynamic sector of the economy and one in which substantial innovations and changes are occurring constantly. Major new enterprises, equipped with modern machinery, are being built with increasing frequency. But it is not only the face of trade which is changing. The customer is changing, too. He is justified in making ever greater demands for service, reasoning correctly that trade enterprises must be places not only of good deeds, but also of good attitude. This depends in large measure on the work to improve this sector's economic links with production.

FOOTNOTES

1. PRAVDA, 21 February 1982.
2. "Materialy XXVI s'yezda KPSS /Materials of the 26th CPSU Congress/, Moscow, Politizdat, 1981, p 176.
3. "The USSR Food Program for the Period up to 1990 and Measures to Implement It. Materials of the May Plenum of the CPSU Central Committee," PRAVDA, Moscow, 1982, p 7.

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CONSUMPTION TRENDS AND POLICIES

SHIMANSKIY SPEAKS ON RSFSR DOMESTIC TRADE PLANS FOR 1983

Moscow SOVETSKAYA TORGOVLYA in Russian No 4, Apr 83 pp 5-8

[Article by V. Shimanskiy, RSFSR minister of trade: "Pay Daily Attention to Unsolved Problems"]

[Text] The high rate of development, as provided for in the plan for 1983, for the national economy, and, above all, for the sectors connected with the production of consumer goods, also determines the corresponding rate of development in retail goods turnover for state and cooperative trade.

During the two years of the five-year plan which have elapsed quite a bit has been accomplished in the RSFSR for the further development of trade and the improvement of services to the public. In toto for the two years plans have been fulfilled for goods turnover, sales of products of our own production, profits, payments to the budget, assimilation of centralized capital investments, putting into operation of cold-storage facilities, warehouses and centers, personnel training, etc. However, in evaluating this work in line with the demands made at the November (1982) Plenum of the CPSU CC, we must admit that it is still far from sufficient. During 1982 the plan for retail-goods turnover in the republic was not fulfilled either by the state or by cooperative trade.

It is undoubtedly true that the unsatisfactory results in fulfilling the plan of goods turnover was affected by a number of objective causes: industry undersupplied goods to trade by an amount equal to 3.9 billion rubles; large losses in goods turnover were brought about by a change in business conditions and by a slowdown in the sales of individual items.

But no matter what the objective causes were, a great deal depended on the level of organizational and commercial work, the operational efficiency and enterprising spirit, which were far from meeting the requirements of the situation. Finding themselves under conditions of a declining demand for a number of goods, the administrative organs of trade did not re-structure themselves in time, they did not take an active position in seeking out all opportunities to fulfill the plan.

Sufficiently effective measures were not adopted with regard to strengthening the influence on industry for the purpose of fulfilling its obligations with

respect to trade and the consumer. As before, it frequently allowed a liberalism and a conciliatory attitude toward enterprises which disrupt the production plans, manifesting a self-willed arbitrariness in producing unordered goods, without being concerned about the quality of their products or about renovating and expanding their assortment.

Far from everything was done to bring into the goods turnover the mass of commodities existing at the disposal of trade. Measures to improve the organization of trade in slow-selling goods (expanding credit sales, intensifying advertising, revising with industry the assortment of items, etc.) have been carried out with too much delay, and so there has not been the necessary efficiency output. But, of course, the trend toward a reduction in the demand for a number of items was distinctly seen already at the end of 1981. Commodity reserves were insufficiently drawn into circulation. This led to their growth in the retail network by 11.3 percent in 1982, while the increase in goods turnover in the prices which were formed amounted to only 3.4 percent.

Trade has been sharply and justifiably criticized for the fact that in certain oblasts an overstocking of individual items has been observed, while in other oblasts there are not enough of these same items for sale. Nor has the proper order been instituted with respect to the distribution of commodity reserves within regions. Thus, in Omsk Oblast in six trade centers supplies were higher than the norm by 9 million rubles, whereas in nine others they were lower by 8 million rubles. The same situation has also existed in a number of other oblasts.

To this day an uninterrupted trade in goods with a sufficient assortment has not been instituted everywhere. As before, many stores close down for too long a time for capital repairs, inventory, and stock-taking. There are still a great many such shortcomings, which depend on the work of the trade organizations and enterprises. Hence, the conclusion which must be drawn from the decisions of the November Plenum of the CPSU CC can only have one meaning: the most energetic measures should be taken in order to straighten out the situation.

The plan for the economic and social development of the RSFSR has approved a trade turnover for the current year (including the turnover of consumer cooperatives at prices agreed upon by stipulation) with a growth, as compared to 1982, of 6.4 percent, including 6.6 percent for state trade and 6 percent for consumer cooperatives. Furthermore, an additional assignment has been established in the sum of 1250 million rubles, taking into account the fact that the increase in goods turnover should amount to 7.2 percent. This is the highest increase for all the previous years.

The success of the cause will depend on the organization of work with industry and agriculture, and on mobilizing all local possibilities.

With regard to foodstuffs we must pay particular attention to improving the trade in bread, expanding the assortment of bread and other bakery items.

Another extremely urgent task is the more rational utilization of livestock-raising raw material, since there are reserves here. The trade organizations must actively cooperate with industry on how to better utilize them and on how to exercise more rigorous monitoring controls over the performance of the established tasks.

Fish goods must be more actively drawn into goods turnover. Last year the trade organizations in many oblasts did not provide a statistical sampling of fish stocks and canned fish, and they lowered their sales. We must be more persistent in achieving the processing of fresh fish into smoked and dried culinary products; the public demand for these items is not being satisfied.

Particular mention must be made of the inadmissibility of losses and the irrational expenditure of foodstuffs. Every year these are registered in the tens of millions of rubles on account of spoilage and the so-called natural shrinkage, i.e., weight loss of packaged foods. But, of course, the trade conditions for these items have sharply changed in the last few years: there has been a speed-up in the turnover rate, enterprises are better equipped with cold-storage plants, and delivery has been improved. Therefore, the preservation of foodstuffs should undoubtedly be ensured; this must be actively engaged in by the wholesale and retail trade organizations, and the State Trade Inspectorate should also be tougher.

An important source of supplementing commodity resources is fattening up pigs on food waste-products. In 1982 the republic's trade organizations fulfilled the established plans and produced 137,000 tons of pork. However, the subsidiary farms of our ministry's system did not cope with their assigned tasks. Year after year the public-dining administrations of Vologda, Kalinin, Sverdlovsk, Tambov, and Astrakhan Oblasts, as well as the Mari and Karelian ASSR's, have failed to fulfill their assignments and have even reduced pork production.

In 1983 the trade organizations have established an intensified plan for pork production amounting to 141,900 tons. We must, therefore, mobilize all reserves, exhibit initiative, utilize food waste-products more completely, significantly improve the work of the feeding facilities, be more active in setting aside lands suitable for raising fodder crops, etc.

Let's bear in mind that the workers in sectors connected with carrying out the Food Program have been assigned the task by the November (1982) Plenum of the CPSU CC of toiling so that the enormous funds directed at its solution yield results already today and even greater ones for tomorrow. Therefore, all questions connected with better satisfying public demand for food products, a more rational use of raw-material resources for these purposes, with seeking out additional sources for supplementing them, for eliminating various types of losses, etc. must be constantly at the center of attention.

As regards trade in industrial goods, here attention ought to be concentrated on the unconditional fulfillment by suppliers of production plans and delivery agreements, on the quality of goods, on ensuring the production of only those items which are needed in the marketplace. Many factories and plants have continued to turn out products at a rather low level of quality and even those which are known to be defective. More and more often goods which have obtained

the Badge of Quality or the index "N" have been found to be defective. But the trade organizations frequently do not wish to quarrel with the suppliers, and they forgive the bad workmen, particularly the local ones. The high standards applied to the commercial and commodity-inspection apparatus of trade centers and stores have been weakened in this regard. Certain leading officials of the trade ministries and administrations have also stood aside from these important questions. As a result, by "assimilating" stocks without taking their quality into account, trade has piled up some slow moving items.

Basing their efforts on the decisions of the November Plenum of the CPSU CC, the trade organizations must decisively cut short the practice of accepting items manufactured with deviations from standards; they must utilize more fully and better the rights granted to them for this purpose. Up to now we have not yet utilized the rights vigorously enough.

The State Trade Inspectorate should devote more attention to check-ups on the quality of goods directly on the production line in order to prevent the issuance of poor-quality products from the factory gates, so that the centers and trade network are not filled up with such items.

When people talk about the influence of trade on industry, they often underscore the necessity of expanding the assortment of goods. What is needed, however, is not a simple quantitative expansion of the assortment but rather its improvement, the mastery of turning out items with new consumer qualities, more progressive characteristics, and the like.

Every year industry reports on a considerable renovation of its assortment. But, in fact, genuinely new items responding to the tastes and demands of working people rarely appear in the stores. Many obsolete items are produced for decades without any sort of improvement in design, perfection of operating properties, or enhancement of their esthetic level.

The fact that the improvement of the trade assortment is still of insufficient concern is also testified to by the following: the task assigned last year to the republic's Ministry of Light Industry and the Ministry of the Textile Industry for the output of particularly fashionable items and the first test batches of goods in the amount of 342 million rubles was fulfilled over the course of nine months only in an amount of 30 million rubles. But, of course, the expanded production of such items and the organization of trade in them at the stipulated prices constitutes a genuine step toward the enrichment of the assortment, a more rapid development of the mass production of new fashionable items of improved quality.

For several years the agenda has contained the problem of providing the marketplace with the simplest economic goods. In recent times local organs with the active participation of trade have done quite a bit to normalize this situation; the deficit in many such items has been removed. Nevertheless, the problem as a whole has still not been successfully solved. The demand has not yet been satisfied for metal utensils, the simplest furniture,

gardening and orchard tools, paints and other items which must be produced almost everywhere. This is a result not only of the poor work of industry but also of trade's insufficient influence on it. Local Soviet organs have been granted the right to establish for production associations and enterprises, regardless of their departmental jurisdiction, assigned tasks with regard to the output of the simplest cultural-everyday and household items in amounts fully satisfying the requirements of the population. However, this right is not being used in a number of localities.

"Local party and Soviet organs must set to work in real earnest on producing consumer goods," General Secretary of the CPSU CC Yu. V. Andropov emphasized at the November (1982) Plenum of the CPSU CC.... "We must not recognize it as normal when a question concerning the production of a number of simple items has to be resolved almost in the USSR Gosplan. This concern must be engaged in by the local organs, and they must be fully responsible for its solution." Proceeding from this demand, we must, without any postponement, effectively in every oblast, kray, and republic examine the need for goods, determine the possibility of industry for increasing their output, work with every association and enterprise, introduce in the local organs well-argued proposals, and rigorously monitor the carrying out of the assigned tasks.

As is known, the November Plenum of the CPSU CC very sharply posed the question of strengthening discipline, including contract discipline. This also pertains to trade. While presenting more rigorous demands on our partners, we must also self-critically and thoroughly analyze the situation on "our own front." One could hardly call it normal.

Often contract obligations are violated at the fault of trade workers. Some of them very lightly approach the drawing up of industrial orders, and then just as lightly refuse to accept the items produced on their orders. Among the manifestations of low discipline are the well known reduced requisition orders, drawn up without a knowledge of the demand forecasts, and proceeding from business conditions just at this present time. Universal attention must be focussed on the painstaking and conscientious fulfillment of one's own obligations to one's partners; we must achieve a sharp change in the situation and not give the slightest cause for reprimands to be directed at us.

The November Plenum of the CPSU CC emphasized the importance of improving guidance of the economy, management, planning, and the economic mechanism. All this pertains to our sector in the most direct manner.

The program of operations developed for it has been defined by the decree of the CPSU CC and the USSR Council of Ministers entitled "On Measures to Further Develop Trade and Improve Trade Services to the Population during the 11th Five-Year Plan." In accordance with decree the RSFSR Ministry of Trade, the wholesale associations, and the management organs of trade in the localities have worked out plans of measures. But, unfortunately, the measures provided for therein very often remain unimplemented.

Thus, the funds being allocated for capital construction are poorly assimilated by many organizations, facilities are under construction for an intolerably long time, they are not turned over for operation on schedule, their estimated costs become more expensive, and there is an over-expenditure of allocated funds. Projects are often put into operation with major unfinished parts, a low quality of construction-installation work, which entails additional expenditures. All this reduces the effectiveness of the capital investments.

Let me cite a few examples. The Rosgalanterey Center in Barnaul has been under construction for 11 years; according to the norms it should have been put into operation as long ago as 1974. Some 11.3 million rubles have been allocated for its construction with an estimated cost of 8.1 million rubles, but only 6.2 million rubles have been utilized.

During the three years of building the department store in Severodvinsk (Arkhangelsk Oblast) not once was the plan fulfilled, as a result of which more than 1 million rubles of capital investments were lost. And such examples, unfortunately, are not isolated.

Nor are there practically any shifts in the utilization of the 5-percent deductions. In Tyumen Oblast last year they were assimilated only by 33 percent, in Astrakhan Oblast--by 36 percent, in Bryansk Oblast--by 39 percent, etc. And throughout the republic as a whole during the two years elapsed of the five-year plan approximately 240 million rubles of such funds have remained unused. This means supermarkets and cafeterias not put on line, an enormous loss of goods turnover, and hundreds of thousands of extra hours spent by the public in lines. Such an "assimilation" of capital investments is the result primarily of an attitude of inertia on the part of managers in trade and public dining toward the given field of work, a lack of the necessary business-like contacts with contracting organizations and reciprocal standards.

In order to increase the effectiveness of capital investments, it is necessary to achieve a situation whereby the funds being allotted are directed solely at creating the most progressive and economical projects in which it is possible to introduce the achievements of scientific and technical progress as well as advanced experience. But here also there are many shortcomings.

It has already been several months now since the new Products List of types of stores and public-dining enterprises was approved and put into operation; on the basis of an economic analysis and scientific generalizations, it has defined the obligatory types of enterprises, as well as ways of introducing them by means of re-specializing and reconstructing the existing network. However, as check-ups have shown, in many places the construction and reconstruction of existing enterprises are being conducted in accordance with obsolete plans, frequently created by planning organizations which have no knowledge of trade technology.

Intensification of the work of this sector and increasing its effectiveness are impossible without accelerating scientific and technical progress, the most rapid possible introduction of its achievements into practice. One could cite quite a few examples and figures testifying to the work which has been done. But they do not conceal the fact that labor mechanization in trade is at a low level, many enterprises are operating with old technology and not just because of a shortage of machinery but also as a result of its poor use.

We must take a resolute course aimed at the technical re-tooling of the sector, introducing progressive technology into the trade process, warehouse operations, goods movement, and the industrialization of public dining; we must also study this matter constantly, as an object-lesson, achieving a strict and unbending carrying out of the measures outlined.

We sense serious difficulties with the guaranteed supply of labor resources. The tasks confronting this sector will have to be solved with a lesser number of workers. This is a principle of development which cannot be left out of consideration. Reserves of economizing on manpower can be discovered and utilized only as a result of everyday, painstaking organizational work.

We need to engage more actively in specializing the network, concentrating the sale of goods of the complex assortment in specialized stores, while foodstuffs should be sold in supermarkets; we should also concern ourselves with further introducing self-service and other progressive forms and methods of trade, bearing in mind that all this also aids in conserving the public's personal time as well as economizing on labor resources.

Problems of reducing labor outlays in transport-warehousing operations and the introduction of packing equipment are not being solved actively or feasibly enough. In those oblasts where this matter is taken seriously (Moscow, Penza, Smolensk, Kostroma) the results are evident: there has been a reduction in labor expenditures in hauls as well as a decrease in the number of personnel. But if the packing equipment is utilized merely as intra-store tools, as is done, for example, in Novgorod, Voronezh, and Chelyabinsk Oblasts, and in the Karelian ASSR, the effectiveness of using it is essentially reduced to zero.

The November Plenum of the CPSU CC demanded that the problems of intensification, effectiveness, and the curtailing of labor outlays occupy one of the principal places in the activity of any administrative unit of each of its managers.

The most important organizational means for the dynamic development of trade, the introduction of up-to-date equipment, and progressive technology, along with improvement in the quality of service is implementing the inter-sectorial program of comprehensive rationalization. From an initiative which was born at the end of the last five-year plan in Penza and Lipetsk Oblasts, in the Daghestan ASSR, such programs have been transformed into the mandatory form of management. However, certain trade ministries of the autonomous republics to this day have not coordinated their draft programs for comprehensive rationalization in the established procedure. And in a number of places,

programs worked out long ago have not been approved in the local Soviet and party organs. Enterprises in industry, transportation, fruit and vegetable cultivation, and agriculture have not been drawn into the development of inter-sectorial programs. There have been delays in the creation of Inter-departmental Councils for the comprehensive rationalization of trade and public dining. The execution of measures set forth in the plans are not being monitored in the necessary manner.

The comprehensive rationalization of trade is not a campaign. The implementation of the measures provided for in its plans must be under the constant and unwavering monitoring controls of all the trade administration organs.

Particular attention was directed by the November Plenum of the CPSU CC at the need for strengthening labor and production discipline as an extremely important condition for the growth of labor productivity and the successful implementation of the tasks set forth for the current five-year plan.

In his speech at the Plenum Comrade Yu. V. Andropov emphasized the following: "We must create such conditions--economic and organizational--as would stimulate high-quality productive work, initiative, and an enterprising spirit. And, on the contrary, poor work, inactivity, and irresponsibility must also be reflected in a direct and irreversible manner in material rewards, service position, and the moral authority of the workers."

This task is also extremely urgent for our sector. During the first half of 1982 alone, as a result of unauthorized absences, labor losses within the system of the RSFSR Ministry of Trade amounted to 296,000 man-days. In other words, an equivalent of 2300 persons did not go to work. With administrative permission during this same period 647,000 man-days were lost, or an equivalent of another 5000 persons did not work every day. These represent only the officially reported data. But how many of them were not reported!

Enormous harm is also being inflicted on trade by other manifestations of a lack of discipline: violations of the rules of Soviet trade, passivity and inertia of salespersons, frequent absences from their workplaces, coarseness, impoliteness, etc.

After the November Plenum of the CPSU CC work on strengthening labor discipline has been conducted more actively. But this is only a beginning. It must be strengthened and improved. In each group mutual high standards and an intolerance toward the various kinds of violations and lack of discipline must become the norm. We have to intensify the educational influence of socialist competition, workers' meetings, permanently functioning production conferences, comradely courts, economic levers, etc. But particular attention must be paid to increasing the role and the responsibility of the managers of enterprises and sub-divisions: they must set the tone and demonstrate a personal example. At the same time, we ought to re-examine the practice of conducting the various kinds of conferences and sessions, and reduce them as much as possible. We must do everything to bring about a situation whereby

a store director personally engages in organizing the trade process and follows up on his personnel's irreproachable performance of their duties. For this purpose we need more energetic development and improvement of dispatcher control and centralized shipment of goods, etc.

The party and the government ascribe great importance to regularizing the operational schedule of enterprises, institutions, and organizations engaged in service to the public. As studies conducted by the organs of the TsSU /Central Statistical Administration/ at the end of last year have shown, in many cities the operational time of the trade network was set without taking the interests of the population into consideration. Operating on one shift were 67 percent of the department stores, the overwhelming number of specialized stores engaged in selling furniture, household, and sporting goods. In the Checheno Ingush and Northern Osetinsk Autonomous Republics, the Krasnodar Kray, and Rostov Oblast about half of the trade enterprises were finishing work at 1830 hours. In order to purchase this or that item, workers and office employees had to take time off from work.

At present the operating schedules of the trade network are being re-examined everywhere. In many places this matter has straightened things out noticeably; it must also be further perfected. In particular we must pay the most serious attention to the fact that stores and cafeterias frequently open up late and close early, salespersons are absent from their workplaces at inopportune times. Sections, departments, and accounting units under the pretext of conducting inventories, counting up and turning in receipts, close up at unscheduled times, especially during the evening hours.

In order to create conveniences for customers, we must be more active in developing trade by means of preliminary orders, and increase the network of points to take such orders at industrial enterprises and construction sites. The RSFSR Ministry of Trade has re-examined its tasks with regard to increasing the number of these points; however, they must be considered as minimal, and we must do everything to over-fulfill these assignments.

With regard to the work of the trade enterprises, I would like to draw particular attention to the fact that in many of them there is a lack of the necessary order: a significant portion of the stores are maintained in a slovenly manner, they are not repaired on schedule, they are furnished with obsolete and worn-out equipment, and the salespersons are dressed in an untidy manner. It often happens that items on the trading floor are arranged without taking the flow of customers into account; as a result of this "bottlenecks" are often created which hinder access to the goods and sometimes even entrance to the store itself. This causes irritation among the public and noticeably reduces the turnover of goods. The store directors and the managers of trade centers, trusts, and offices must pay the most serious attention to maintaining strict order in every enterprise.

This article has touched upon only some of the unsolved problems in this sector, requiring particularly persistent attention in view of the tasks set forth by the November (1982) Plenum of the CPSU CC. These tasks must be

seriously thought out, evaluated, and taken into account in our practical work. In his report devoted to the 60th anniversary of the formation of the USSR General Secretary of the CPSU CC Yu. V. Andropov stated the following: "We speak boldly about both the existing problems and about the unresolved tasks because we know with solid confidence that these problems are within our powers; we can and must solve them. Focus on deeds rather than on loud words--this is what we need to do today in order to make the great and mighty Union of Soviet Socialist Republics even stronger."

It is precisely such a business-like approach that the party and the entire Soviet people expect from the trade workers.

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